

The NATIONAL UNDERWRITER



There is no substitute for experience

USE A *Stewart-Smith* OFFICE

NEW YORK, N. Y.....	116 John Street
CHICAGO, Illinois.....	Board of Trade Bldg.
PHILADELPHIA, Pa.....	Public Ledger Bldg.
BIRMINGHAM, Ala.....	Frank Nelson Bldg.
MONTREAL, Que., Canada.....	Sun Life Bldg.
TORONTO, Ont., Canada.....	897 Bay Street
VANCOUVER, B. C., Canada.....	629-470 Granville Street
LONDON E.C. 3, England.....	1 Seething Lane



THURSDAY, MAY 2, 1957

WORLD WIDE FACILITIES



The Hanover Group

*Always
a loyal supporter of the
American Agency System*

The HANOVER FIRE INSURANCE COMPANY

[ORGANIZED 1852]

The FULTON INSURANCE COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • TORONTO

No Matter how you look at it— YOU'LL LIKE WABASH



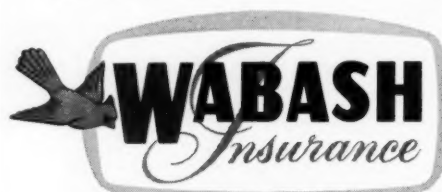
Take, for example—in Indiana* the single limit auto policy. This exclusive new Wabash policy lets you offer broader protection by providing maximum coverage. It does not set forth separate limitations, but pays up to the SINGLE LIMIT (beginning at \$25,000) for any personal liability or property damage claim. Your clients will be quick to see the advantages of such protection.

* Similar special coverage features are offered in other states.



GET THE WABASH STORY

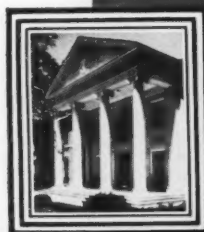
See if you don't think it will sell easier—give your clients more.



PREMIUM GROWTH

165%
1955\$ 604,014.27
1956 1,602,790.85

WABASH FIRE & CASUALTY INSURANCE CO. • 1622 N. MERIDIAN ST. • INDIANAPOLIS 6, IND.



**LUMBERMENS
of
MANSFIELD**

A
MULTIPLE LINE
COMPANY

*Pioneers
of the past
Leaders of
the present*

**The LUMBERMENS MUTUAL
INSURANCE COMPANY**

Mansfield, Ohio

In its SIXTY THIRD year



Celina-ize

YOUR AGENCY

National Mutual and Celina Mutual



Your Results will be Profitable

When you Celina-ize your agency, you add stature to your leadership... become impregnable, dynamic, powerful... and make more money.

Why? How? When?

Ask our fieldmen, or write for information to C. M. Montgomery, Secretary-Manager.

**The National Mutual Insurance Company
The Celina Mutual Insurance Company
CELINA, OHIO**

Operating in Ohio, Indiana, Kentucky, Michigan, Pennsylvania,
West Virginia, Maryland, and District of Columbia

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Fire and Casualty Insurance

May 2, 1957
61st Year, No. 18

UM Coverage for Non-Auto Owner Is Available in N. Y.

National, Mutual Bureaus File, Policy Costs \$10 and \$11, Only Limits Are 10/20

Effective May 1, New York state residents who do not own automobiles will be able to buy a low-cost policy to pay for damages they are entitled to recover for bodily injuries to themselves or members of their families caused by uninsured automobiles. Heretofore, car owners in the state have been able to obtain such protection, by endorsement to their automobile liability policies.

Despite enactment of compulsory auto, which became effective Feb. 1, there are situations where persons sustaining bodily injuries in automobile accidents will still be unable to recover damages to which they are entitled, because of gaps in the protection provided under the law.

Superintendent Leffert Holz, who has advocated the desirability of this form of protection for the public, has approved the new policy, which was filed by National Bureau of Casualty Underwriters and Mutual Insurance Rating Bureau.

The new policy will pay for damages insured is entitled to recover if he or members of his family sustain bodily injuries in accidents caused by hit-and-run automobiles, stolen cars, automobiles operated without permission, out-of-state uninsured cars, and motor vehicles operated illegally without in-

(CONTINUED ON PAGE 21)

Highlights of the Week's News

When court decides loss amount it does not have to give insurer minute evidence. Page 10
Oregon senate committee tables tax hike bill. Page 9
Ecker to speak May 14 at hemispheric I-Day. Page 11
Simmons outlines elements in a good insurance program for banks and trust companies. Page 17
Wyoming commissioner warns public against investing in insurers. Page 8
Cooke warns it is time to get back to underwriting. Page 8
Second mortgagee's report of fire is reasonable notice, appeals court rules. Page 13
Insurer asks clarification of U. S. code as to timely action in longshoreman case. Page 6
"Challenge of change" is theme of Georgia Agents Assn. annual. Page 7
Illinois casualty insurers hold annual meeting May 21 in Springfield. Page 7
California commissioner calls hearings May 6, 8 on WC manual revisions. Page 19
Clement says business still does not face up to PR job of size that is needed. Page 15
NFFA sets program of annual meeting in Cal. May 20-24. Page 3
RMTC will rotate annual meetings in member states. Page 24
A&S premium up 13% in 1956. Page 2
Colorado Insurers install officers. Page 2

NAIA Asks End to North America Type Deviation Filings

DENVER—National Assn. of Insurance Agents went on record this week as declaring that "any plan contrary to the recorded precepts of the American agency system and advanced and encouraged by companies which have heretofore been regarded as loyal to the American agency system should be immediately terminated." This language was embodied in a resolution adopted by the National Board of State Directors at their midyear meeting here. It was introduced by Arthur L. Schwab of New York and followed an explanation by Mr. Schwab of the New York agents' position on North America's deviation on dwelling business. Another resolution, presented by Joseph L. Neumann of New York, asked members of National Bureau of Casualty Underwriters to consider immediate steps to make the family protection endorsement to the auto policy available to all auto policyholders and to non-auto insured. Mr. Neumann's resolution was adopted only minutes before it was learned at Denver that the Bureau was taking such action in New York and was to announce it in two days. While New York is the key state in this action, the agents want the endorsement. More widely available in all states as a counter to proposals for compulsory auto, it being brought out that in one state it was on the assurance that such action would be forthcoming that a compulsory bill was withdrawn by its sponsor.

These resolutions and other activities at the directors' midyear were put in the shade however, by the decision to attempt to get up a \$2 million kitty which will be spent in 12 months of advertising NAIA's new insignia. Details of the discussion preceding the vote on the advertising plan are reported elsewhere in this issue.

About 500 agents were on hand here, attending the annual meeting of Colorado Insurers Assn. and the Rocky Mountain Territorial Conference as well as the NAIA midyear. There were 15 or so company headquarters and

(CONTINUED ON PAGE 22)

Vetoes N. Y. Bill Easing 'Substantial Compliance' Statute

ALBANY—Gov. Harriman has vetoed the Mitchell bill that would have permitted out-of-state life companies to have in their portfolios more insurance and bank stocks than the 5% permitted domestic companies, provided the excess, if treated as a non-admitted asset, would not impair the company's ability to carry out its obligations.

It was widely believed that Gov. Harriman would approve the bill and several projected purchases of fire or casualty companies by life insurers were reported to be in the works, waiting only for the gubernatorial green light.

Primary purpose of the bill was to assure the legality of large-scale ownership of fire-casualty shares by certain out-of-state life companies and continue the interpretation of the New York law under which the New York department has long permitted this. These life companies have been operating under a "freeze," not having to sell their insurance or bank shares but not acquiring any more, either. Gov. Harriman's veto of the Mitchell bill was accompanied by a memorandum directing that the "freeze" be continued pending action by the 1958 legislature.

"Serious questions have been raised as to the proper interpretation of this provision of the insurance law," his memorandum stated in reference to section 90, dealing with investments of out-of-state insurers. "In view of the magnitude and importance of the problem, I am disapproving the bill at this time with the recommendation that complete and further study be made of the entire problem and the related sections of the insurance law, and with the further recommendation that the status quo maintained by the industry and the insurance department be continued until such time as appropriate legislation may be enacted by the 1958 legislature."

Superintendent Holz said he planned

(CONTINUED ON PAGE 21)

State Directors OK \$2 Million NAIA Ad Campaign

Agents Will Be Asked to Contribute Funds; Hope to Start This Year

DENVER—A national advertising program worth \$2 million a year was approved by the state national directors of National Assn. of Insurance Agents at their midyear meeting here this week after three hours of intense and not altogether harmonious discussion. NAIA members will be asked to contribute the money, and as soon as the \$2 million is in the treasury, or there is positive assurance that what is lacking will be forthcoming, a campaign will begin over television, radio, in national magazines and Sunday newspaper supplements to advertise the local independent agent and his symbol and slogan.

As presented by Alan H. Miller, chairman of the advertising committee, and representatives of the advertising agency, Doremus & Co., the program calls for commercials once a week on the "Today" television show on NBC; spot announcements once a week on TV in areas not carrying the "Today" show; 13 in Life; 12 in The Saturday Evening Post; 10 in Look; nine insertions in Family Weekly; nine in Parade, and nine in This Week; and one commercial a week on the E. R. Murrow radio program over CBS. It is estimated this will carry the message of NAIA to 1,853,988,840 readers, viewers and/or listeners in 12 months.

Agent contributions are to be graded by premium volume, with \$500 to \$1,000 expected from those with premiums in excess of \$1 million down to \$25 to \$50 from agencies doing less than \$50,000.

As an introduction to the discussion of the advertising proposal, for which the agenda allowed a full afternoon, President Robert Battles of NAIA explained that in 1955 the state directors adopted a resolution authorizing the public relations committee to hold a contest to develop an insignia and a slogan for the independent agents, and in 1956 the directors adopted a resolution authorizing appointment of an advertising committee to set up a program for an advertising campaign to meet the direct writer problem. The committee was to suggest the best means of accomplishing this goal and suggest methods of financing. In other words, Mr. Battles declared, the report of Mr. Miller's committee was in response to the demands of the NAIA state directors.

Mr. Miller said he believes a comprehensive advertising program is of "utmost importance" to NAIA. The new insignia has been a great success, he declared, and NAIA members have indicated willingness to support a na-

(CONTINUED ON PAGE 23)

Late News Bulletins ...

N. J. Prosecutor Investigating Cooney Transactions When He Was Loyalty Head

Prosecutor Charles V. Webb of Essex county (Newark) has issued a statement that he is investigating transactions by John R. Cooney while he was president of Loyalty group. One transaction, he indicated, involved \$300,000 allegedly paid to John Dearden of Philadelphia, publisher of American Underwriter and other insurance publications in 1952, 1953 and 1954 for advertising. This money has been repaid. The other transaction concerns certain purchases authorized by Mr. Cooney, including large sums paid to Borok Furniture Co. of Newark.

Insurance Commissioner Charles R. Howell at Trenton indicated that Mr. Cooney resigned last year as president of the group after Mr. Howell and Superintendent Leffert Holz of New York told directors of the group that Mr. Cooney would have to resign. This followed investigation by the New York and New

(CONTINUED ON PAGE 22)

A&S Premiums Up 13% in 1956 To \$3,253,648,248

Total A&S premiums written last year in the U. S. were \$3,253,648,248 an increase of 13.1%, according to figures compiled for the Survey Number of THE ACCIDENT & SICKNESS REVIEW. The \$3.2 billion does not include Blue Cross-Blue Shield organizations, which had income of \$1,708,150,494.

The A&S premiums consisted of \$1,983,293,291 of group business; \$1,270,354,957 of individual, and \$192,807,585 of non-can. Blue Cross type organizations had income of \$1,164,819,450 and expense payments of \$1,077,653,099, while Blue Shield income was \$543,331,044 and expense payments were \$470,447,063.

According to THE A&S REVIEW,

which breaks down the results into seven tables, including lists of leading insurers by types of business, the percentage of premium increase for group business was 17.9; for individual 6.2; for non-can 24.5; Blue Cross 12.3, and Blue Shield 21.9. Other statistics from the Survey Number, now being mailed, are:

	Premiums Written	Losses Incurred	Loss Ratio
	\$	\$	%
Group	1,983,293,291	1,640,839,571	82.7
Individual	1,270,354,957	614,897,732	48.4
Non-Can.	192,807,585	75,839,220	41.4
Total	3,253,648,248	2,355,737,393	69.3
Blue Cross* ..	1,164,819,450	1,077,653,099	92.5
Blue Shield* ..	543,331,044	470,447,398	86.6
Total*	1,708,150,494	1,548,100,497	88.2

*Blue Cross-Blue Shield figures are income earned and payments made.

New York Board has elected Walter J. Christensen, vice-president of Fireman's, a director and chairman of the committee on electricity. W. L. Bellmer, vice-president of National Fire, was elected vice-chairman.

Herndon Reviews National Legislative Situation at Denver

Maurice G. Herndon, Washington, D.C., representative of National Assn. of Insurance Agents, speaking at the midyear meeting of NAIA state national directors in Denver, recommended that a close check be kept when the subject of revising federal banking laws is taken up by the House. There may be legislation to force the separation of finance companies from their insurer subsidiaries, he said.

As a result of successful NAIA opposition to the recent Senate bill which would have allowed national banks in townships of over 5,000 to become insurance agents and to last year's move by the House to create a self insurance fund at Federal Housing Administration, NAIA prestige and influence in Congress has increased, he indicated. But NAIA members countrywide must take increasing cognizance of the actions of their Congressmen and speak up on the issues affecting the local agent and private insurance, he said.

Lawmakers continue to blow hot and cold on reenacting the substantive portions of sections 452 and 462 of the internal revenue code dealing with taxes on prepaid commissions and the setting up of reserves on business that needs future servicing. In A&S Rep. Rhodes of Pennsylvania has attacked the claims and cancellation practices of A&S writers, with emphasis on direct mail insurers, and has introduced a bill to prohibit cancellation of A&S policies issued by companies in interstate commerce after three years in force for any reason except non-payment of premiums.

The issue of workmen's compensation standards is bubbling under the surface in Washington, he said. Apparently, however, no immediate congressional consideration of WC legislation is in the offing.

He also discussed group federal employee insurance activity, the federal flood indemnity program, and self insurance proposals said to be developing in Department of Defense.

Casualty Groups Plan May Meetings in N. Y.

Annual meetings of Assn. of Casualty & Surety Companies and National Bureau of Casualty Underwriters will be held May 7 in New York, according to a joint announcement by J. Dewey Dorsett, general manager of the association, and William Leslie, general manager of the bureau.

Officers and members of the executive committee will be elected. Annual reports will be submitted at the business meetings, starting at 10 a.m. for the bureau and 11 a.m. for the association. The business sessions will be followed by a joint reception and luncheon.

The first annual meeting of Nuclear Energy Liability Insurance Assn. will be held at the same time.

Iowa Mutual Agents Elect Rutenbeck President

Iowa Assn. of Mutual Insurance Agents has elected William Rutenbeck, Des Moines, president, to succeed L. J. Hawley, Laurens. Others elected were: Vernon S. Peters, Lansing, vice-president; Herman Faber, Parkersburg, secretary-treasurer, and Richard Schultz, Des Moines, executive secretary.

Colorado Insurers Install Officers at Abbreviated Session

DENVER—Walker A. Garrott of Denver was installed as president of Colorado Insurers Assn. at the annual meeting here Monday. The session lasted less than an hour, falling between the opening of the midyear meeting of NAIA's state directors and the gathering of Rocky Mountain Territorial Conference. The Colorado agents had elected their new officers by mail before the meeting.

William Taliaferro of Salida is the new vice-president of the Colorado Association; Norman V. Cohn of Denver is secretary, and Peter A. Walsh of Denver is state national director.

Principal items of business were reports on the administration by the outgoing president, Barney Flood of Greeley, and on legislation by Mr. Garrott, who headed the legislative committee.

Mutual Auto Rates Rise in N.D., S.D.; Fall in Wyo.

Mutual Insurance Rating Bureau has revised private passenger auto liability rates May 1 in North Dakota, South Dakota and Wyoming. The average increase is 15% in North Dakota and 12% in South Dakota, while in Wyoming rates go down approximately 1%.

In North and South Dakota the six class plan is introduced which is presently available in most states. This replaces a five class plan in these two states. The principal difference is that the five class plan involves two subdivisions for class 1 and the six class plan involves three.

North Dakota is being divided into two territories, territory 1 for Fargo and territory 2 for the remainder of the state. Previously only one territory applied.

Class 1A gets an increase of \$5 in Fargo, \$1 applies in the rest of the state. Class 3A is increased \$10 in Fargo, and \$3 applies in the remainder of the state. Class 2C is increased \$35 in Fargo and \$21 in the rest of the state.

In South Dakota, Sioux Falls gets increases of \$3 for 1A and 3, \$23 for 2C and \$11 for 2A. In the balance of the state outside Sioux Falls, increases are \$1 for 1A, \$2 for 3, \$19 for 2C and \$4 for 2A.

In Wyoming rates for 1A and 3 are decreased \$1. Class 2C is increased \$18 in Casper and Cheyenne and \$14 in the rest of the state. Class 2A increases \$1 in Casper and Cheyenne, and reduces \$1 in the remainder of the state.

Texas Twisters, Storms Cause \$3.2 Million Loss

Tornadoes and severe hailstorms which struck Texas last week have caused an estimated \$2.5 million damage at Amarillo and \$725,000 at Tyler.

Twisters sustained heavy damage to Tyler junior college and two elementary schools, resulting in \$185,000 damage according to early estimates by General Adjustment Bureau. Churches and dwellings accounted for 303 other claims.

Storm-wrought destruction at Amarillo was placed at 10,000 claims averaging \$250 each. National Board of Fire Underwriters has assigned catastrophe No. 81 classification to this storm.



You are cordially invited to visit our new offices in

Suite A-1717, Insurance Exchange Bldg.
Chicago 4, Illinois
New Telephone Number, Harrison 7-7890

"SERVICE is our most Important Product"

**NEWHOUSE
AND HAWLEY**
INCORPORATED

175 W. JACKSON - BLVD., CHICAGO 4, ILLINOIS - Harrison 7-7890 - Teletype CG-1026
70 PINE STREET - NEW YORK 5, N. Y. - Bowling Green 9-0882 - Teletype NY 1-2823
41 E. WASHINGTON STREET - INDIANAPOLIS 4, INDIANA - MEIrose 7-2413
RHODES-HAVERY BUILDING, ATLANTA, GEORGIA - Jackson 4-3856

It's good business to do business with AMERICAN CASUALTY on

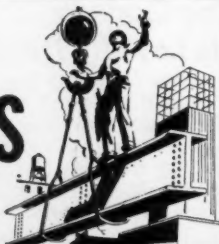
Contract Bonds

Judgment — Experience — Know-how
PREFERRED RATES

Write F. Beattie, V.P., Reading, Pa.

AMERICAN CASUALTY

COAST-TO-COAST BRANCH OFFICE SERVICE



Don't List Members' Names in Local Ads, Says Hanson

Local board taxation and the situation engendered by the ruling issued by the U.S. internal revenue service to Harlingen (Tex.) Assn. of Insurance Agents, was discussed by George S. Hanson, general counsel and executive secretary of National Assn. of Insurance Agents, at the midyear meeting of NAIA state national directors in Denver.

NAIA is protesting the ruling with a filing made by Charles W. Tye of Joseph Froggatt & Co., special tax counsel of NAIA, he said, because of the importance of the case to many local and state associations. A reconsidered ruling is expected.

The internal revenue service ruled against the tax exempt status of the Harlingen association because the names of its members were listed in advertising. The listing was interpreted as a violation of the internal revenue code pertaining to tax exempt non-profit organizations.

"Because of the internal revenue view and the fact that they have ruled in a similar fashion in other cases involving other types of organizations," Mr. Hanson said, "we believe that all agents' associations which conduct advertising should refrain from listing individual names of members in order to protect the board's tax exempt status. We believe that advertising of the institutional type, which does not list names of members, can be justified under the internal revenue laws.

"After we receive the reconsidered ruling in the Harlingen case," he said, "Mr. Tye, together with NAIA counsel, expects to prepare a complete explanation of allowable practices in advertising of agents' associations to assure maintenance of tax exemption."

Ohio Security to Build Agency Force in Ind.

Ohio Security, entered for fire in Indiana for some time, will begin to establish an agency plant there.

J. L. Kleinhans, who recently joined Ohio Security as general manager of the casualty department, will take over a large share of the Ohio development work which has been handled by F. J. Janco, executive vice-president, who will now concentrate on building the Indiana operation.

Casualty operations are now in full swing, arrangements having been made for virtually nationwide claim service through 300 independent adjusters. Company officials believe casualty volume may represent as much as 50% of the company's 1957 writings.

AFIA Executives Return from World Inspection Tour

Two top executives of AFIA, John A. North, chairman, and James O. Nichols, president, have returned from a seven-week inspection tour around the world. Investigating possibilities for expansion, Mr. North and Mr. Nichols held conferences with AFIA field representatives and met with leading insurance and business men and government officials in New Zealand, Australia, South Africa, Italy, France and England. They visited New Zealand Prime Minister Sidney G. Holland, who, they reported, expressed that country's appreciation for AFIA operations in local economy which is undergoing a rapid industrial development.

Ky. Department Okays Hail Form Excluding Losses Less Than 5%

Kentucky department has approved a new crop-hail policy relieving insurers of paying losses less than 5% where no actual damage has been done.

Deputy commissioner E. J. W. Fennell said that the new form is designed to save farmers in the state substantial premium payments and at the same time to prevent a large increase in premium rates for crop hail coverages in Kentucky.

Policy revision was undertaken because of crop-hail losses incurred by insurers, he said, adding that last year, policyholders in the state paid \$1,975,629 in crop-hail premiums, and insurers paid claims amounting to \$2,608,346, for a loss ratio of 132%.

The department discovered that research projects of both state and independent agencies had revealed that a hail loss of 5% or less does not affect tobacco either as to quality or to marketability, and that 30% of crop-hail losses paid in Kentucky last year were for damage of 5% or less. To prevent such coverage being priced out of the effective reach of most farmers and to lessen the chance of companies declining to write such coverages in Kentucky, the new policy form was approved, he said.

American Universal has opened a branch claims office in Seattle, to serve losses in Washington, Oregon and Alaska. The company's second branch claims office, it is under the supervision of Earl B. Parker, who has been as claims supervisor in the home office for the past seven years.

Los Angeles Division of Security Group Opened, Bradbury Named Head

Security-Connecticut has established a Los Angeles division. Richard J. Walker has been appointed resident secretary in charge.

Located at 548 South Spring street, the new branch will supervise business in southern California and Arizona. It offers complete production, underwriting and loss and claim facilities, and will operate as a fully integrated multiple line office.

Mr. Walker has been in the business since 1927 when he joined the engineering department of Cosgrove & Co., insurance brokers. He went to Balfour-Guthrie Co. in 1931, as special agent in charge of operations. From 1940 to 1952 he was manager of the Los Angeles office of Atlas Assurance. Prior to joining Security-Connecticut he was Los Angeles office manager of Cravens, Dargan Co. general agency.

B. C. Vine Named Executive V-P by Millers' National, Ill.

Vice-president B. C. Vine has been named executive vice-president of Millers' Mutual, Ill., to succeed C. D. Kellenberger, who retired recently after 39 years with the company.

Other officer changes announced by the company include: Nelson K. McBrien, from secretary to vice-president and secretary; H. K. Stafford, assistant vice-president and sales manager to vice-president and sales manager, and J. J. Droste, R. E. Matthey and F. D. Neumann, from assistant secretaries to assistant vice-presidents.

NFPA Sets Program of Annual Meeting in Cal. May 20-24

Speeches, discussions and reports treating recent fire safety developments in industry, aviation, dwelling construction, research and education will be given at the annual meeting of National Fire Protection Assn., May 20-24, at Hotel Statler in Los Angeles.

Subjects featured on the program include life safety from fire, from flight, life safety in nursing homes, and the building exits code, arson and fire investigation, outboard motor boat fire safety, fire protection in the motion picture industry, and teaching fire safety to children.

The association will also act upon more than 25 new and revised fire safety standards including those relating to fire hazard classification of wearing apparel, explosives hazards in cities, grandstands for outdoor assembly, solvent extraction plants, bulk oxygen systems, airport rescue and fire fighting equipment.

Woodbury to Speak at Wash., Ore. Agents' Conventions Next Fall

Louie E. Woodbury Jr., vice-president of National Assn. of Insurance Agents, will be the principal speaker at state association conventions in Washington and Oregon next fall. The Washington convention will be held in Seattle Sept. 18-20 and the Oregon convention in Eugene Sept. 22-24.



WHEN WE SAY

The Insurance Agent is a Good Man to Know!



Ohio Farmers Companies

OHIO FARMERS INSURANCE COMPANY • Chartered 1848
OHIO FARMERS INDEMNITY COMPANY

Le Roy, Ohio

EASTERN DEPARTMENT, Philadelphia • • • PACIFIC COAST DEPARTMENT, Los Angeles

John P. Callahan Is Named Assistant V-P of National Union

National Union group has appointed John P. Callahan assistant vice-president in charge of nationwide fire underwriting. He will make his headquarters in the Pittsburgh office.

Mr. Callahan formerly was with Phoenix of Hartford. He has taught at the Hartford college of insurance of the University of Connecticut.

Tentative Program Is Prepared for IAC

A tentative program has been outlined by W. W. Clement of American International Underwriters, program chairman, for the annual meeting of Insurance Advertising Conference at Spring Lake, N. J., June 23-26. The opener will be a discussion of what insurance advertising is supposed to do, followed by a forum with T. Ramsey Taylor of U.S.F.&G. as moderator on what the insurance advertising manager is supposed to do.

Other topics will be advertising as a sales tool, advertising specific coverages—a presentation of six specific case histories in demonstration form by IAC members; advertising in the introduction of new products, and personalized advertising help for agents—a description of the Travelers' advisory service presented by Charles Oaks of that company.

The president's reception Monday evening will be followed by a dinner at which Edward T. Tait, member of Federal Trade Commission, will speak.

A talk on direct mail, a business session, and the annual banquet will occupy Tuesday. At the banquet IAC will present awards to agent winners of the 1956 best use of advertising contest and to winners of the company advertising contest.

On Wednesday a local agent, a special agent, a broker, a corporate manager and a company executive will discuss insurance advertising from various aspects. There will also be a discussion of public relations techniques applicable to the insurance business.

Program Completed for Ala. Agents Annual Convention May 5-7

A board meeting and past presidents' dinner will open the three-day convention of Alabama Assn. of Insurance Agents at Battle House in Mobile, May 5-7.

Speakers at general sessions on Monday include Archie M. Slawsby, Nashua, N. H., National Assn. of Insurance Agents executive committee member; Roy A. Duffus, Rochester, and R. Newell Lusby, New York, vice-president America Fore group. Mr. Slawsby's talk is "What the NAIA Means to Me as a Local Agent." Mr. Duffus will present part one of "How To Be a Better Agent," with the second part scheduled for Tuesday afternoon. Mr. Lusby will talk on the uninsured motorist.

Tuesday's activities commence with a small lines agents breakfast at which the speaker will be George W. Skipper, Mobile. Following an executive session, Henri Aldridge, Mobile attorney, will discuss agency perpetuation and Dr. D. H. Kruger, University of Alabama, the need of professionalization in insurance.

Lefferdink to Sell Non-Finance Properties

Boulder Acceptance Corp is advertising in Denver newspapers that it is offering for sale all of its properties not connected with lending, insurance or investments. In a "statement of policy," Boulder Acceptance says in the last 10 years there has been acquired real estate and financial interests in diversified business, and this is now up for sale. The ad then goes on to list the properties not for sale, and these are: Colorado Credit Life, Colorado Ins. Co., International Life of the Americas of San Juan Puerto Rico, Allen Discount Co., Allen Enterprises Loans Inc., Boulder Industrial bank, Commonwealth Industrial bank, Brighton State bank, Byers State bank, Allen Investment Co., and Allen Enterprises, Inc.

Allen Lefferdink is president of Boulder Acceptance Corp. and nearly all of the not-for-sale properties.

London Opens Va. Branch, Appoints Carter Manager

London group, which recently acquired the Richmond, Va., managing general agency of B. P. Carter & Co., has opened it as a branch office serving Virginia and North Carolina. Bernard P. Carter, founder of the agency, has been appointed manager of the new office. It is located at 10 south Third street.

Mr. Carter has been in the business since 1919. He became a managing general agent in Richmond in 1929, after a decade of traveling as a state agent in Virginia, District of Columbia, and North and South Carolina.

Fund Group Makes Ocean, Inland Marine Dept. Changes on Coast

Fireman's Fund group will reorganize its Pacific coast ocean and inland marine operations and will make five personnel reassignments in the area to conform to the new setup.

When the group moves to its new home office at 3333 California street, San Francisco, Pacific department ocean marine and inland marine operations will be established as independent departments, with ocean marine underwriting and production headquarters remaining at the group's downtown office, and inland marine operations moving to the new location.

Russell Pierce, assistant marine secretary in the presently combined departments will be transferred to the home office staff to assist Vice-president L. W. Niggeman in executive direction of nationwide ocean and inland marine operations. Marine Secretary Granville E. Libby will continue to be in charge of ocean marine operations, and John L. Stewart, assistant marine secretary and manager of Pacific department's marine loss department, will be transferred to ocean marine underwriting as Mr. Libby's assistant. Robert R. Buell, till now assistant manager, will succeed Mr. Stewart as manager of the marine loss department. Myron Dubain, inland marine superintendent, will be named manager of the new separate inland marine department.

Arizona Agents to Hold Management Meeting in Tucson June 2-4

An agency management conference for all members of the insurance industry operating in Arizona, to be sponsored by University of Arizona and Arizona Assn. of Insurance Agents, will be held in Tucson June 2-4.

Theme of the conference will be "The Work You Save May Be Your Own." Subjects to be covered include: Cost control and expense analysis; personnel problems and procedures; problems of agency continuation; taxes and related accounting problems; new developments and procedures in office management, and advertising.

Speakers will include Dr. John D. Long, associate professor of insurance at Indiana university; Richard Layton, vice-president and editor of the office methods clinics of *Rough Notes* magazine; James Craig, local agent of Tucson, and Elmer M. Thierman, Tucson accountant and a lecturer at University of Arizona.

In charge of conference plans are Nestor R. Roos, University of Arizona; Morton A. Solot, local agent of Tucson, and John Howard and William Harrelson, Phoenix.

Texas Chief Examiner Quits; Pick Successor

AUSTIN—Tom Robinson, chief examiner of the Texas board of insurance commissioners, has resigned to join the Southern States Life, Houston, and is being succeeded by E. B. Kelly, formerly assistant chief examiner.

Mr. Robinson, who had notified the board early this year of his desire to leave, remained on the job until the two legislative investigations of the ICT had been completed, having testified before both committees. It was understood that he was discouraged over reports of recurring "scandals and pay-offs." He was named chief examiner in early 1956 to replace L. W. Blanchard after liquidator J. D. Wheeler had charged in a suit that Mr. Blanchard had been paid money and entertained by officials of the defunct General American Casualty of San Antonio.

NATIONWIDE UNDERWRITING & CLAIM SERVICE

REPRESENTING DOMESTIC STOCK COMPANIES

PUBLIC NATIONAL INSURANCE CO. AND MIDLAND NATIONAL INSURANCE CO.

GENERAL LIABILITY

TAXICABS

FINANCIAL RESPONSIBILITY

WORKMENS COMPENSATION

TRUCKS-BUSSES

HARD TO PLACE RISKS

NON-STANDARD AUTOS

COMMERCIAL VEHICLES

SURPLUS LINES

KURT HITKE & COMPANY, INC.

General Insurance Agents

HOME OFFICE

175 W. Jackson Boulevard

Phone WAbash 2-3622

Chicago 4, Illinois

WITH ADDITIONAL OFFICES IN

1401 Peachtree St., N.E. 601 Munsey Bldg. P. O. Box 8046 905 Central Bank Bldg. 1535 Wilshire Blvd. 7950 Biscayne Blvd. 233 Sansome St. 407 E. Washington St.
ATLANTA, GA. BALTIMORE 2, MD. DALLAS 5, TEXAS DENVER 2, COLO. LOS ANGELES 17, CALIF. MIAMI 38, FLA. SAN FRANCISCO 4, CALIF. SPRINGFIELD, ILL.





every year a new Chicago!

FOUR MILLION NEW AMERICANS being born each year just about duplicate the population of the great Midwest Metropolis.

That is one measure of the insurance market of the future . . . and remember, the future belongs to those who prepare for it.

We are preparing to help you meet the demands of today's *AND* tomorrow's market.

Our expanding national service network with complete multiple line production, underwriting and claims facilities will help you to

SURVEY your clients' complete insurance needs

SELL AND SERVICE quality commercial and personal accounts

SPEED CLAIMS handling.

That type of professional performance will guarantee your profit and progress from now on.

Keep pace with the future by growing with



The American Insurance Company • American Automobile Insurance Company • Associated Indemnity Corporation

Insurer Asks Clarification of U.S. Code as to Timely Action, in Longshoreman Case

The question of time covered by the statute of limitations under the longshoremen's and harbor workers' compensation act is raised—for what is said to be the first time—in American Surety vs Mrs. Theima Weber, in a petition or writ of certiorari to the U. S. Supreme Court.

Mrs. Weber's husband died Aug. 23, 1950, allegedly as the result of an accident while working for Charles Fer-

ran & Co. as a narrow worker aboard a vessel owned by the United States. She filed notice of election to sue with the deputy commissioner at New Orleans, thus making her election under 33 U.S. code 933 to pursue her remedy and that of her minor child against the third party. At the same time she made a claim for any deficiency between the amount recovered from the third party and any amount payable by the em-

ployer on account of Weber's death. Notice of election to sue was filed Oct. 23, 1950.

However, no third party suit was filed until Feb. 29, 1952, when Mrs. Weber filed suit in federal district court at Houston. That court dismissed the suit because it had been filed more than one year from Weber's death and therefore was barred by the limitations in the wrongful death statute of Louisiana. This dismissal was June 18, 1953. On Nov. 10, 1954 Mrs. Weber sought to enforce her claim and the claim of her

minor child for deficiency compensation. No compensation has been paid to her individually or for the use of the minor child.

On April 12, 1955, the U. S. deputy commissioner at New Orleans held a hearing at which American Surety argued that Mrs. Weber's rights were barred by limitation due to her failure to file third party suit against the U.S. within the time provided by the U.S. code. The deputy commissioner said her right was barred because of lateness of the filing of suit. Mrs. Weber then sued in the federal district court at New Orleans contesting the deputy commissioner's ruling.

In this action, the district court held that the U.S. code does not refer to any time within which the third party suit may be filed. The court further held specifically that the words "institutes proceeding" as used in the code refer only to filing claim for workmen's compensation and do not apply to filing suit against the third party.

The appeals court, while disagreeing with the reasoning of the district court at New Orleans, affirmed the judgment by construing the language of the U.S. code as being "directory" and not "mandatory."

American Surety points out that the longshoremen's and harbor workers' compensation act is an important federal statute. Employees are thus provided a means of pursuing third party wrongdoers who injure them and are afforded the opportunity to recover damages rather than WC. Employees are benefitted by the opportunity to shift the burden of injured employee support to third party wrongdoers. The act also gives the injured employee the right to pursue a third party wrongdoer and still preserve his rights to recover deficiency WC from his employer.

However, Congress imposed certain duties and obligations on the injured employee, including diligent action by the employee or dependent.

Three different tribunals have given three different interpretations to the section of the act involved, and American Surety states in its brief for writ of certiorari that the importance of the statute suggests the question needs to be settled by the Supreme Court.

U. of Conn. Unit Marks 75th Year on May 2


The school of business administration at Connecticut university, Storrs, is marking its 75th anniversary with a celebration May 2. The school, headed by Laurence J. Ackerman, is presenting a special program in honor of the occasion.

G. Albert Lawton, president of Security-Connecticut group, will discuss the insurance agent of the future, and Robert C. Gilmore Jr., director of market research of Mutual Benefit Life, will treat the same subject from the life angle.

Other speakers will be A. E. Diem, manufacturing vice-president of Dictaphone Corp.; William C. Wichman, vice-president of General Electric; Albert N. Jorgensen, president of the university; Robert Elder, president of Plax Corp. of Hartford; George H. Brown, marketing research manager of Ford Motor Co., and Wendell R. Smith of Alderson & Sessions, marketing and management counsel of Philadelphia.

Name Petz Kemper Junior Executive

E. F. Petz Jr., a coordinator in Kemper group's procedures department, has been named a junior executive. He joined the group in 1948 in the statistical actuarial department and was elected to the group's junior board in 1953. He is a fellow of Casualty Actuarial Society.



YOU'RE SURE TO ENJOY YOUR INCREASED NET INCOME FROM AUTO COVERAGE SALES*

20% when you show your clients the **20%** saved by **PLAN!**

Your policyowners will be grateful, naturally, when you bring them the convenience and security and economy of the

NEW PLAN AUTOMOBILE INSURANCE

with all those features represented in one handy package:

local agency service and know-how;
broad protection via the new
Family Automobile policy;

fair, prompt claim service, countrywide; and
sound backing by a Company of
proven reputation —

— all at a truly competitive price — approximately 20% less than usual rates!

Complete customer satisfaction will be a major C.I. benefit to you, since each C.I. sale points the way to additional lines, and to the new accounts opened up by C.I. insureds' enthusiastic word-of-mouth to others. But you'll also appreciate the savings in time and money to yourself and to agency overhead in these

UNIQUE AGENCY BENEFITS OF PLAN AUTO INSURANCE:

a six-months policy, automatically renewable, with ownership of renewals guaranteed by agency contract;

billing through you or direct to your client, at your option;
no "free" insurance, hence no wasted effort on your part —

— and liberal commissions, with a built-in bonus for profitable business!

*The number of automobiles has doubled in the past ten years; so have the rates in most areas. Thus your share of the market has actually quadrupled. If you want to catch up with your proper share, or improve on it still further, use the coupon below to ask for details — now!

THE CONNECTICUT INDEMNITY COMPANY



Home Offices:
NEW HAVEN, CONN.
Pacific Depts:
248 Battery St.,
SAN FRANCISCO, CAL.

—writing Multiple Lines (including Security-Connecticut LIFE Insurance Company, Incorporated 1955)

SECURITY-CONNECTICUT INSURANCE COMPANIES

Research & Development Division, NEW HAVEN 5, CONN., DEPT. 25H

Please send me your Agency Sales Bulletin on C.I. PLAN AUTO INSURANCE

Name _____

Agency _____

Street or Bldg. _____

City or Town _____

Years in business _____ Estimated Number of Private Passenger Clients _____

'Challenge of Change' is Theme of Georgia Agents' Assn. Annual

"The Challenge of Change" is the theme of Georgia Assn. of Insurance Agents' annual convention at the Hotel Bon Air, Augusta, May 19-21.

The opening session of the meeting will feature an address on "The Changing Challenge" by Archie M. Slawsky, Nashua, N. H., a member of the executive committee of National Assn. of Insurance Agents. "Around the Corner," a talk by Kenneth O. Force, executive editor of THE NATIONAL UNDERWRITER, and "Facing Our Tomorrow," a speech by John V. Addy, vice-president of Appleton & Cox of New York City, will highlight the second day. The executive committee of the association will meet prior to the opening of the conference.

Included on the agenda of the three-day event are two insurance workshops. A casualty workshop, arranged by Southern Casualty & Surety Assn., will present discussions of the family automobile policy by Edwin J. Miller of Hartford Accident, family protection coverage—death and disability by Edward J. Reid of U.S.F.&G., the broad form storekeeper's policy by Larry D. Williams of Maryland Casualty, and general liability by F. Paul Taylor of North British.

A property workshop, arranged by Stock Fire Insurance Field Club of Georgia, will include discussions of errors and omissions, the reporting form, and commercial property floater by Tom J. Hayes of Southeastern Underwriters Assn.; general operation of the rating bureau by Robert P. Harris of Georgia Inspection & Rating Bureau, automobile insurance and new fleet formulae by Howard P. McGoogan of National Automobile Underwriters Assn., and the question of the company-owned adjusting organization by Frank R. Beall and Charles R. Dickert of General Adjustment Bureau.

The election of officers and a conference on constitutional changes will take place at an executive session on Tuesday.

The newly-established Georgia Association past presidents award will be made for the first time at the annual banquet.

N. Y. Firm Marks 100th Year Under Same Name

See & Depew, New York brokerage firm, is marking its 100th anniversary this year under the same name. The founder of the firm, A. S. See, started in insurance production in 1854 and founded the present organization in 1857. John D. Depew, great grandson of Mr. See, presently heads the firm, having become president in 1925.

Mr. Depew's father, R. Henry Depew, a grandson of Mr. See, joined the organization in 1885. He took over the operation when Mr. See died in 1891. The firm has operated from the beginning on the exclusively brokerage basis.

Protests Intrastate Postal Hike

Ralph B. Williams of Kansas City, president of National Assn. of Mutual Insurance Agents, has written Sen. Johnson, chairman of the Senate post office and civil service committee urging that all intrastate mail stay at its present rate of three cents rather than the general increase to four cents which the postal rate increase bill would call for. The increase would discriminate against the small-business man whose mail is primarily

within his own state, Mr. Williams urged. He asked a sufficient increase on interstate mail to obtain the necessary gross revenue, emphasizing that his group strongly favors the purpose of the bill, to get the post office out of the red.

Local agents throughout the country have protested the increased first class rates, four cents on normal mail and seven cents on air mail, Mr. Williams stated.

Nuclear Insurance Rating Bureau has been licensed to operate in North Carolina, effective April 18.

Ill. Casualty Insurers Hold Annual Meeting in Springfield May 21

The annual meeting of members and subscribers of Illinois Bureau of Casualty Insurers will be held at St. Nicholas hotel in Springfield May 21.

Director Gerber of Illinois will present the first formal address of the

meeting, "The Illinois Outlook." He will be followed by Secretary of State Charles F. Carpenter, who will discuss driver licensing in the state. Russell H. Matthias, Meyers & Matthias, Chicago insurance law firm, will review the legislative situation, and E. H. Lasseter, vice-president of Illinois National, will speak on "Status of the Laws Governing Arbitration of Future Disputes."

Security Mutual Liability of New York now is writing fire and allied lines at an advance discount of 15%.

U.S.F.&G. AGENTS

This is one of a series of advertisements appearing in THE SATURDAY EVENING POST, TIME and NEWSWEEK... designed to increase your prestige with the insuring public.

SELECT AND CONSULT AN INDEPENDENT INSURANCE AGENT OR BROKER AS YOU WOULD YOUR DOCTOR OR LAWYER



U.S.F.&G.

Casualty-Fire-Marine Insurance • Fidelity-Surety Bonds

United States Fidelity & Guaranty Co., Baltimore 3, Md. • Fidelity Insurance Co. of Canada, Toronto • Fidelity & Guaranty Insurance Underwriters, Inc., Baltimore 3, Md.

Wyo. Commissioner Warns Public Against Investing in Insurers

Commissioner Taft of Wyoming has warned citizens of that state to make a thorough investigation of any promoter's background before investing in a new insurance company.

"The pattern followed by the professional promoter is to approach a number of important citizens and offer them special inducements for the use

of their names to add prestige to the company. Little if any consideration is given to the experience or management ability of the persons selected for the board of directors," Commissioner Taft said.

The usual arrangement in the sale of stock in a newly organized company, he asserted, is for the promoter to receive a substantial percentage of the selling price of the stock, and after the company is organized and financed, to move on to another state.

"If an investor is looking for a 'get-rich-quick' scheme, he should not put

his money into a new insurance company. Ordinarily, it takes a number of years before such a company can begin operating at a profit. Even if sufficient capital is raised, it is no guarantee that the company would be authorized to operate in Wyoming," he concluded.

Marine Office of America has been awarded a contract by the maritime administration for P&I cover at \$2.78 per gross registered ton on maritime-chartered ships operated under general agency agreements.

Cooke Warns It Is Time to Get Back to Underwriting

Insurance companies are not charitable institutions, Ben D. Cooke, managing director of Agency Managers Limited, New York, told the Maryland chapter of American Society of Insurance Management in Baltimore. Mr. Cooke warned that they have to get back into the black and the sooner we go back to some of the old classic conceptions of insurance where, instead of a manual, the underwriter, a man of vision, individuality, courage and determination, holds sway, the better for all concerned.

"You can count on the fingers of one or two hands the number of casualty companies that ended their 1956 year in the black, but there are not enough fingers on all the hands in this entire room to represent those that wound up their 1956 year in red ink."

Mr. Cooke posed this question to buyers: "Will today's insurance cover tomorrow's loss?" In view of continuing inflation, higher and higher jury awards in casualty cases, he expressed the belief that many insurance buyers are not as realistic as they should be in answering this question for themselves.

On the subject of rising costs of adequate insurance, Mr. Cooke declared that the worst kind of insurance is cheap insurance. Cheap insurance, he said, is like a cheap house. Everything is fine as long as nothing goes wrong. But when something does go wrong, it does so with a devastating completeness.

Security-Conn. Appoints G. E. Bell in Cleveland

Security-Connecticut group has appointed George E. Bell senior underwriter in Cleveland under Manager William H. Downes. Formerly with National of Hartford as a senior underwriter in casualty, he entered insurance as an underwriter with Employers group.

Atwell, Vogel & Sterling Opens Office in Seattle

Atwell, Vogel & Sterling, nationwide audit, engineering and inspection service, has opened a branch office in the Olympic National building in Seattle. R. L. Parrott is manager of the new office.

Davis Talks at Lancaster

Marshall Davis, assistant secretary of Pennsylvania Assn. of Insurance Agents, discussed Gov. Leader's auto compulsory-UJF package and other pending insurance legislation at the meeting of Lancaster Assn. of Insurance Agents.

Liberty Mutual Fire has elected Bryan E. Smith president and has advanced S. Bruce Black to chairman. The two occupy similar posts with Liberty Mutual. George A. Potter has been appointed secretary of Liberty Mutual Fire, a post he holds in the casualty company.

Mr. Smith has been with the organization 30 years.



Ben D. Cooke

Join The March To N-A-A-I-C*



Top Commissions . . . Level A & H Renewals . . .

a Life and Accident & Health Plan for Every Prospect

More and more discriminating insurance men are learning that it's smart business—profitable business—to work with the North American Accident Insurance Company of Chicago.

Our agents are satisfied agents because in our 70 years of service to personal insurance underwriters, our commitments have always been rigidly adhered to...our relationships personal and friendly.

Unbeatable Agency Contract—(Ask any North American Agent what he thinks of his contract!).

No Branch Office to compete with you.

Strictly American Agency System.

Concrete Assistance to get you off on the right foot: hard-hitting sales aids, ad mats, promotional materials, etc.

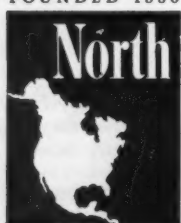
Extra Incentives to supplement your production achievements.

If you are interested in making money—not just today, but years from now—write

S. Robert Rauwolf, Vice President

* . . . the familiar abbreviation for the North American Accident Insurance Company of Chicago—one of America's oldest and strongest stock companies.

FOUNDED 1886



North American Accident Insurance Company

Licensed to operate in the 48 states and the District of Columbia

LIFE • ACCIDENT • HEALTH

209 SOUTH LASALLE STREET • CHICAGO 4, ILLINOIS

Ore. Senate Committee Tables Tax Hike Bill

An Oregon senate committee has tabled a bill to increase the fire insurance premium tax from $\frac{1}{2}$ of 1% to $\frac{3}{4}$ of 1%. The bill had been proposed to produce revenue for an administrative school for firemen.

The senate has passed a bill to extend the insurance commissioner's authority to revoke or suspend an agent's license for failure to return unearned commission or premium to an insured upon written demand.

Two anti-coercion measures are under consideration in the lower house of the Oregon legislature. One provides that "no insurance company shall enter into any agreement or arrangement with a financing agency by which a borrower . . . is required or induced to obtain insurance from the company in connection with the making, renewal or extension of a secured loan."

The second bill, in addition to placing restraint upon insurers as in the bill mentioned above, provides: "No financing agency shall, in connection with a secured loan on a residence, require that the property securing the loan be covered by insurance other than fire insurance and title insurance."

Non-Resident Adjuster Bill is Passed in N. C.

The North Carolina legislature has passed a bill which requires non-resident adjusters to notify the state commissioner of insurance in writing before adjusting a loss in the state.

Two other insurance bills, passed by the lower house, have been forwarded to the senate for final action. One will prohibit licensed agents in the state from representing unlicensed companies unless authorized by the commissioner. The other will require resident agents to countersign policies sold in North Carolina.

Ashville (N.C.) Assn. of Insurance Women has elected Miss Betty La Fevers president, Mrs. Jessie Poole vice-president, Miss Jeannette Gard secretary, and Miss Barbara Thomas treasurer.



ORGANIZED in 1880, IOWA STATE is the oldest organization of its kind in the world. Reputable, strong and experienced, it offers to the white-collar worker a modern accident insurance coverage tempered with old fashioned friendliness and consideration... and at a cost consistent with the most modest budget.

Iowa State
TRAVELING MENS
ASSOCIATION
DUTTON STAHL, President
DES MOINES, IOWA

Hartford Fire Holds Advertising Conference

Hartford Fire group has held its first home office conference on nationwide advertising for staff members. J. Kenneth Cagney, in charge of advertising and sales promotion of Hartford Fire, and Harold J. Graham, assistant secretary in charge of advertising of Hartford Accident, met with department representatives.

J. M. McFayden, assistant manager at Toronto; Alan A. Heringhi, superintendent of agency and sales promotion at San Francisco; George S. Hunt-

er, assistant manager of the southern department at Atlanta; Frederic D. Weld, associate manager of the northwestern department at Minneapolis, and W. H. Birkemeier, assistant manager of the western department at Chicago, discussed the group's augmented advertising program.

In addition, the conference consulted representatives of McCann-Erickson and Communications Counselors, New York advertising and public relations firms, who described how the

work of their organizations fits in with the group's advertising and promotion program.

The conference also gave department and field staffs an opportunity to further correlate their activities with those of the home office advertising department and to discuss the importance of advertising to the group, its agents and producers.

Kentucky department of Insurance has issued 25,500 agents' and solicitors' licenses for property and casualty insurance since Nov. 1, 1956.

WHAT
DO YOU USE
TO MEASURE
LEADERSHIP...?

The tape measure may provide an accurate measurement of girth . . . but girth is no accurate measurement of leadership. In this highly technical age "close tolerances" are every-day standards . . . whether gauging the accuracy of a fine moving part in a precision instrument . . . or evaluating the services rendered by a business organization. The philosophy of Chubb & Son for almost three-quarters of a century is characterized by the development and expansion of the individual phases of its services . . . each a precision part of a precision function. Its leadership is the natural result of its "close tolerance" performance. Chubb & Son squarely meets today's exacting methods of gauging . . . a true measure of leadership.

CHUBB & SON, Underwriters

90 John Street, New York 38, New York

Managers

FEDERAL INSURANCE COMPANY • VIGILANT INSURANCE COMPANY
THE MARINE INSURANCE CO., LTD. • THE SEA INSURANCE CO., LTD.
LONDON ASSURANCE (MARINE DEPT.) • ALLIANCE ASSURANCE CO., LTD.

Ocean and Inland Marine • Transportation • Fire and Automobile • Casualty • Surety • Fidelity
Aviation Insurance through Associated Aviation Underwriters

As advertised
in NEWSWEEK

At that most
critical time—

when an accident

has occurred—

your client

will be pleased

with the capable,

on-the-spot

assistance

you secure

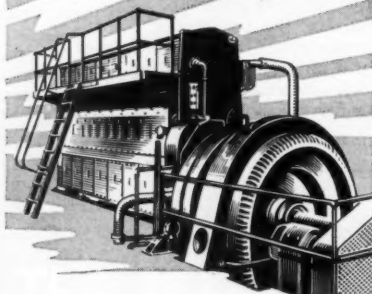
through this

nation-wide

organization

of specialists

INSURED TO Keep Power Alive . . .



Your power equipment is vital to your plant's earning capacity. Insure it to keep power alive! . . . with Hartford Steam Boiler's three-way protection of coverage arranged on sound lines *Before* the policy is issued, of competent inspections *During* the policy's term, and of quick restoration assistance when needed *After* an accident. Hartford Steam Boiler gives you these *extra values BDA*:

BEFORE Working with your Agent, the HSB Special Agent will assist in developing sound insurance recommendations based on experience and specialized knowledge, thus helping you arrive at coverage best suited to your needs.

DURING While your policy is in force, you have the protection of inspections by men who specialize in boiler and machinery safety. More than 600 HSB Field Inspectors are constantly checking insured equipment to detect faulty conditions, and their corrective recommendations often prolong the useful life of power equipment.

AFTER If an accident should occur in spite of all preventive efforts, the prompt and wholehearted cooperation of HSB specialists fulfills the Company's 51-year reputation of real helpfulness, speedy settlements.

You deserve the best — and your own Agent or Broker can secure it for you.



Inspection
is our
middle
name

The
**HARTFORD STEAM BOILER
INSPECTION
and INSURANCE COMPANY**

Hartford 2, Connecticut

There's a huge market among lending institutions for **Home Mortgage Protector Plan**

Low premiums are included in monthly Mortgage Payments. Guarantees payment of monthly obligation when mortgagor is disabled by accident or sickness and unable to earn.

Write W. Dawson, Asst. V.P., Reading, Pa.

AMERICAN CASUALTY
COAST-TO-COAST BRANCH OFFICE SERVICE

When Court Decides Loss Amount It Does Not Have to Give Insurer Minute Evidence

When a trial court conducts an appraisal in order to settle a case, it is not bound by the provisions of the policy as to how an appraisal will be conducted, California district court of appeals held in *Palma vs Watson Surplus Lines Agency*. In so ruling, the court upheld a decision of the San Francisco superior court.

Palma owned a fish cannery in Monterey consisting of three properties, the main fish packing and reduction plant, another building across the street, and fish oil tanks and other property. On Oct. 24, 1953, fire destroyed most of the main building and equipment.

The surplus lines agency had issued fire coverage of \$256,000 on the properties with a 100% average clause. Insured filed a claim showing loss of \$252,643 and a claim of \$223,726.

The cannery appointed an appraiser but the agency declined to do so and Palma brought action for declaratory relief. The agency contended that the appraiser appointed by Palma was neither competent nor disinterested, and that Palma had failed in certain particulars to cooperate in the investigation of the loss. The lower court finally had to make its own appraisal, which it did after lengthy hearings.

The court concluded that the actual cash value of the property at the time of loss was \$289,983 and the loss caused by the fire \$236,962.

The agency contended, in appealing from the trial court's decision, that the trial court should have itemized the actual cash value of all the insured properties, as was specified in the appraisal section of the contract, and that the trial court failed to include the actual cash value of all the insured properties in its total figure.

Insured contended that neither of these issues could be considered on its merits because the agency was estopped from raising them since it had refused to appoint an appraiser as provided in the policy. The trial judge rejected this theory of estoppel. The higher court said "it is well settled that the insurer's refusal to comply with the demand for an appraisal does not estop the insurer from contesting the amounts that have to be fixed before its liability can be determined."

However, the main issue ruled on by the higher court was the argument that the trial court had to itemize the loss to each piece of damaged property and to make a separate finding as to the actual cash value of each item, which it did not do. The proof of loss, filed as an exhibit, showed that there were several hundred different items covered by the policies and subject to loss.

Under a standard policy, appraisers are required to itemize separately the actual cash value and loss to each item. The policy involved in this case set that out, and the courts have tended to hold that such itemization is essential to a valid award. However, it also seems to be law, the court said, that when insured sues directly on the policy without the power of appraisal, this requirement of itemization is not present.

Though there are no cases on a point of whether the trial court must make a detailed itemization, the higher court ruled that the problem does not seem too difficult a one. In a regular appraisal involving an um-

pire an itemization is necessary because there is no reporter present at the appraisers' meetings and the umpire would have no way of knowing what items were in dispute and what the nature of that dispute might be.

But when there is a suit on the policy, itemization is not required because such is a normal court proceeding at which a reporter is present, and the parties offer evidence on the issues involved. Such evidence, as here, necessarily includes an itemization of the articles insured and damaged. When the judge comes to draft his findings he is not required to set forth the minute evidentiary facts.

There is no provision in the policy for procedure to be followed when either party refuses to appoint an appraiser, the court said. The trial court made the appraisal referred to in the policies, as an award. In other words, the award made by the trial court is similar to an appraisal made by duly appointed appraisers, the court added. When the trial court orders, under its equity powers, the appraisal called for by the policies, is it bound to proceed in accord with the appraisal procedure set out in the policies applicable to appraisers appointed by the parties?

The court concluded that the trial court did not need to itemize the property item by item as required by the policy under a regular appraisal procedure, when it, the court, conducts such appraisal. It added that while it is true that the insurers have not forfeited their right to an appraisal by their refusal to comply with the policy, the refusal has caused the courts to substitute a form of appraisal not provided for by the policies.

The insurers argued that failure of the court to get an itemized list of appraised property robbed it of its policy privilege of repairing, rebuilding or replacing destroyed property with property of like kind and quality. But, the court said, the 30 days from proof of loss limitation applies both to the privilege of taking the property at the agreed upon appraisal and to the privilege of replacing or repairing the property. Thus, because of the insurer's own action or lack of it, this right involved was terminated.

The court argued similarly with respect to the insurer's option to take all or part of the property at the appraised value. Here, too, the 30-day limitation is applicable. The court added that had insured elected to sue on the policies, no itemization would have been made and the insurers would have either of the options provided for in the policies and in the statute.

The court also brushed aside the attempt of insurers to impeach the valuation of the properties by the court.

Winston C. Black appeared for Palma, and Cooley, Crowley, Gaither, Godward, Castro & Huddleston for the insurer.

MANAGING GENERAL AGENTS

Braerton, Simonton, Brown,
Inc.

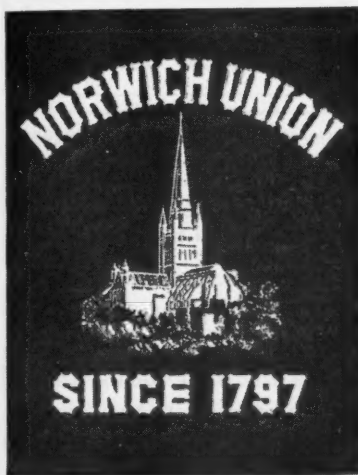
740 Gas & Electric Building
Denver
Phone Acoma 2-4851



MILL OWNERS VIS-U-LIZER

**Eliminates Confusion!
Saves Time! Simplifies Selling!**

Package policies make selling insurance more complex every day. The Mill Owners' Vis-U-Lizer organizes your sales presentation . . . helps you put across the full story fast. Ask your Mill Owners' fieldman about our sales-producing Vis-U-Lizer.



Wm. H. McGee & Co., Inc.

MARINE UNDERWRITERS

111 John Street, New York 38, N.Y.

Atlanta
Baltimore
Boston
Chicago
Columbus, O.
Dallas
Houston
Los Angeles
Montreal
New Orleans
Philadelphia
Pittsburgh
San Francisco
Seattle
Toronto

OCEAN MARINE
INLAND MARINE
HOMEOWNERS' COMPREHENSIVE
MANUFACTURERS' OUTPUT
and similar covers

MFA Mutual Wins National Safety Council Public Interest Award

National Safety Council has presented its annual public interest award for exceptional service to safety to MFA Mutual.

The company's safety campaign, which was the basis for the award, included magazine, newspaper, radio and TV work; work with youth groups, safety organizations, highway patrols and civic clubs; production of traffic safety films, and free distribution of red flags to farmers for use on slow moving farm equipment on highways.

Ecker to Speak May 14 at Hemispheric I-Day

President Frederic W. Ecker of Metropolitan Life will address the annual hemispheric I-Day luncheon May 14 at Waldorf-Astoria hotel, New York. Superintendent Leffert Holz of New York will speak briefly.

Mr. Ecker, chairman of the insurance committee of President Eisenhower's "people to people program," will discuss the objectives of the program and tell why insurance men have a personal stake in it.

President John A. Diemand of North America companies, vice-chairman of the "people to people program," will preside at the luncheon in his capacity as chairman of the hemispheric insurance committee of U. S. Chamber of Commerce.

Asks N.C. Auto PHD and PL Rate Changes Be Made Effective at Same Time

Richard S. Brantley, executive secretary of North Carolina Assn. of Insurance Agents, has requested that changes in North Carolina auto physical damage and auto liability rates be put into effect at the same time to avoid confusion.

The proposal was made at a public hearing held by Commissioner Gold on the annual auto physical damage filing of North Carolina Fire Insurance Rating Bureau. Mr. Gold, however, expressed doubt that he would be able to wait in order to take coincident action on the auto physical damage and auto liability rate changes, inasmuch as North Carolina Auto Rate Administrative Office has not yet filed its proposal for liability rates and is not expected to do so for two weeks or more.

At the hearing, no opposition was made to the proposed physical damage rates which would average about 5% in reductions, nor to the proposal which calls for the \$50 deductible comprehensive to be sold at 40% off the full coverage rate.

Three Promotions Made by Mutual of Hartford

Mutual of Hartford, formerly Hartford County Mutual Fire, has promoted Neal C. O'Connell to vice-president and a director, and has advanced Henry C. Barr Jr. to assistant secretary and Norman H. Surprenant to assistant comptroller. H. Everton Hosley Jr. of New Haven was named a director.

Raleigh Exchange Elects

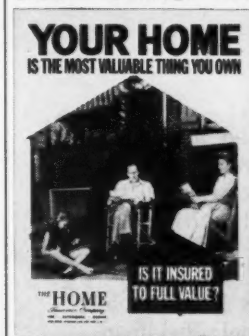
Raleigh Insurance Exchange has elected Marion M. Fuller Jr. president, Manly Britt vice-president, and George Cherry Jr. secretary-treasurer.

In Scranton, C. G. Boland Co., the city's oldest local agency, is celebrating its 75th anniversary. The firm is headed by W. Joseph Boland, son of Founder Christopher G. Boland.

To help you profit



in the drive to



"insure to full value"

Homeowners coast to coast are being told of the need to bring their insurance in line with the increased present value of their homes. The National Board of Fire Underwriters is giving the insure-to-full-value theme a big push on TV and radio. A trend to bigger policies and premiums is shaping up . . . How much of the new business being generated will you secure?

It depends on how well you tie in! Already you have the names of many homeowners who are under-insured today—right in your expiration files. But you must *keep telling* these prospects that you're alert to their needs, and prepared to serve them with the finest insurance protection that money can buy. The Home Insurance Company gives you the selling aids you need—brand new material that forcefully states the case for increased protection. Window posters, mailers, counter leaflets, newspaper mats, radio commercials are yours for the asking from your Home field man.

Ask him for them today—and put them to work right away.

THE HOME Insurance Company

ORGANIZED 1853



Home Office: 59 Maiden Lane, New York 8, N. Y.
FIRE • AUTOMOBILE • MARINE
The Home Indemnity Company, an affiliate, writes
Casualty Insurance, Fidelity and Surety Bonds

A stock company represented by over 40,000 independent local agents and brokers

ROYAL-GLOBE

First with the "Multiple-Line" fieldman,

NOW

Announcing a truly-integrated
"Multiple-Line" department.

Royal-Globe announces a brand new addition — the **MULTIPLE-LINE DEPARTMENT** — designed to help you keep up to date with all the new trends in the field of commercial multiple-line insurance.

This is a new department but Royal-Globe loaded it with experienced personnel: fieldmen, inland-marine men, fire underwriters, general cover men; men who have been in on commercial multiple-line operations since the idea was first conceived.

The sole responsibility of this new service will be the promotion and underwriting of the Commercial Property Form, the Office Contents Special Form and other commercial package coverages as they may be approved in your state.

The new **MULTIPLE-LINE DEPARTMENT** is ready to go. And eager! Your Royal-Globe fieldman can now offer you the services of a single specialized department that can handle all of your commercial multiple-line needs.



CASUALTY • FIRE • MARINE • SURETY

150 WILLIAM ST., NEW YORK 38, N. Y.

ROYAL INSURANCE COMPANY, LTD. • THE LIVERPOOL & LONDON & GLOBE INSURANCE COMPANY LTD.
ROYAL INDemnITY COMPANY • GLOBE INDemnITY COMPANY • QUEEN INSURANCE COMPANY OF AMERICA
NEWARK INSURANCE COMPANY • STAR INSURANCE COMPANY OF AMERICA • AMERICAN AND FOREIGN
INSURANCE COMPANY • THE BRITISH & FOREIGN MARINE INSURANCE COMPANY LTD. • THAMES
& MERSEY MARINE INSURANCE COMPANY, LTD. • VIRGINIA FIRE & MARINE INSURANCE COMPANY

T. J. Spenker to Head Allstate Claims, Sales, Underwriting Depts.

Thomas J. Spenker, vice-president of Allstate, has been named to head the company's claims, sales, and underwriting operations.

Mr. Spenker joined Allstate in Seattle in 1940 as an adjuster, became manager at Portland, Ore., in 1941, and was advanced to claims manager in Seattle in 1947. He was transferred to Rochester, N. Y., as manager in 1950, went to New York City as manager in 1951, and was elected eastern zone vice-president in 1955. He was named vice-president in charge of field operations at the home office in 1956.

Fire Association Names Fox Assistant Secretary

Fire Association has appointed William C. Fox assistant secretary in its southeastern department offices at Atlanta. He has been assistant manager there since 1950, and was a marine special agent and a fire special agent in Georgia prior to that time.

Fifth Edition of General Insurance Book Published

The fifth edition of *General Insurance* by John H. Magee has been published by Richard D. Irwin, Inc., publishers of Homewood, Ill. The price is \$7.80.

A standard work, widely used by insurers for training personnel and as a college and university text, it is complete, clear and well written and provides the information on insurance that every businessman needs. All recent developments in the business are fully treated in this new edition, which presents detailed information on basic insurance principles, main coverages, planning and management.

The author is federal housing administration director for Maine and formerly was assistant professor of economics and sociology at the University of Maine. He also has written two other books on the business—*Life Insurance* and *Property Insurance*.

Brokers Set Agenda for St. Louis Annual May 13

The governing committee of National Assn. of Insurance Brokers meeting in New York laid plans for the annual meeting of the organization in St. Louis May 13-15. The committee placed on the annual meeting agenda recommendations on the automobile insurance marketing survey, government encroachment with particular reference to U. S. assumption of loss to airplanes still the property of the manufacturer, and cooperation with other groups in an effort to reverse the recent trend of adopting arbitrary and discriminatory state countersignature fee laws.

Greene Moves Offices

W. W. Greene, Inc., reinsurance intermediaries and consultants firm of New York City, has moved from 110

Fulton street to 68 William street. Founder Winfield W. Greene heads the firm, which he established with Herbert Bell in 1953, following a 27 year association with General Re. Mr. Bell is secretary. He formerly was with Home.



FIRE
INLAND MARINE
FIDELITY & SURETY
ACCIDENT & HEALTH
GENERAL LIABILITY
PLATE GLASS
AUTOMOBILE
BURGLARY

UNITED PACIFIC
Insurance Company
HOME OFFICE • TACOMA

Service Guide

The LAWRENCE WILSON COMPANY

Managing General Agents
"Unexcelled Insurance Facilities"
SERVICE TO LOCAL AGENTS
AND BROKERS EXCLUSIVELY
First National Bank Bldg., Tulsa 3, Okla.

ROBERT I. BUSHNELL

Management Consultants
to Insurance Organizations

Hoydens Hill Road Fairfield, Connecticut
Clearwater 9-8852

N. Madison Cartmell

and Associates
(Successors to Harold C. Pennicke)
Consultants to
Insurance Company Managements
159 East 49th St. New York 17, N. Y.

Our 25th Year

A. E. STRUDWICK Co.

Reinsurance

810 BAKER BLDG.
MINNEAPOLIS 2, MINN.
FEDERAL 9-5847

A. E. STRUDWICK, PRES. W. H. KERN, V.P.
E. W. BLANCH, V.P. D. A. TAYLOR, V.P.

208 SOUTH LASALLE ST.
CHICAGO 4, ILLINOIS
CENTRAL 6-9141

H. A. GOETZ, V.P.
J. C. KUNCHES, V.P.

Second Mortgagee's Report of Fire Is Reasonable Notice, Appeal Court Rules

Notice of loss to the insurer of an agent of the second mortgagee less than 60 days after loss insured to the benefit of the first mortgagee and its assignee and was, as a matter of law, notice within a reasonable time. This was the ruling of the first circuit U. S. court of appeals. The decision reversed the federal district for Massachusetts. 9 CCH (fire & casualty) 99.

Quaker City F.&M. issued a policy for \$6,000 on a dwelling in the Roxbury district of Boston. The policy was payable to Brighton Co-Operative bank of Allston, Mass., first mortgagee, and Carl Gardman of Boston, second mortgagee. Two or three days after the property was substantially destroyed by fire, Goodman visited the insurer's agent to tell him of the fire. In several conversations thereafter the question of Quaker City F.&M.'s liability under the policy was discussed.

The property was destroyed Oct. 13, 1953, and on Nov. 25, 1953, Mr. Goodman wrote the insurer, notifying it of the loss, location, policy number, etc., and inquired as to coverage under the policy. The insurer answered this letter on Dec. 4, denying liability.

At the trial, Mr. Goodman testified he was representing the second mortgagee as well as the owner of the insured property in his negotiations with the insurer. On March 4, 1954, the bank assigned to Mr. Goodman the note, mortgage and all right, title and interest in the fire policy. On March 10, 1954, Mr. Goodman wrote the insurer demanding payment as assignee of the first mortgagee.

The appeals court pointed out that the policy provided that in case of loss or damage, insured shall render forthwith to the insurer a sworn statement in writing setting forth certain details. It is quite certain the party referred to as insured in these provisions is the mortgagor. Admittedly in this case, mortgagor gave no notice of the loss whatsoever to the insurer.

But, the appeals court added, it is quite clear from the Union Institution for Savings vs Phoenix case that where the mortgagor fails to give such a statement to insurer, the mortgagee has the right to do so in order to protect his own interest. Moreover, this right to give notice extends to a second mortgagee who has acquired an interest in the policy as well as the first mortgagee.

The court further reasoned from the Union Institution opinion that the mortgagee, in notifying the insurer of the loss, does not have to satisfy any specified statutory form of notice. The mortgagee merely is required "to furnish to the company in writing, within a reasonable time, proper information in regard to the loss, as to such matters as a mortgagee reasonably may be expected to know."

The appeals court ruled that the Goodman letter of Nov. 25, 1953, satisfied the standards of notice for a mortgagee prescribed in the Union Institution opinion. This was less than two months after the loss occurred and the court concluded that as a matter of law this was within a "reasonable time" in light of the fact that Massachusetts courts generally have held that notice within three months of the loss satisfies the "forthwith" provision, a much more stringent standard than "reasonable time."

The appeals court suggests that the district court's erroneous finding that this letter was dated Nov. 25, 1954, a

year later, might have been a reason for its contrary conclusion.

The appeals court indicates there was no need for a sworn statement where insured forthwith gives written notice to the company of the fire.

"To hold that each mortgagee here must give separate notice would be to make the requirement of notice a purposeless barrier to recovery," the appeals court stated. The district court also had ruled that Mr. Goodman forfeited his claim by failing to demand arbitration. However, the appeals court ruled that the insurer's answer to the Nov. 25 letter, in which letter the insurer denied liability, was a waiver of any right it may have had to require arbitration.

Edward Wolper appeared for Goodman and Charles W. O'Brien for the insurer.

Liability Judgment vs Eastern Air Lines Upheld

WASHINGTON—A decision by the court of appeals here holding Eastern Air Lines responsible for a 1949 airplane collision over Washington's National airport in which 55 persons were killed, has been left standing by the Supreme Court, which refused to review the case.

The court of appeals ruling affirmed a judgment of \$65,000 against the airline for two of the deaths.

The case was a test of legal issues in other suits brought following the collision which took place when an Eastern passenger plane and a Bolivian airplane smashed together over the airport and then fell in the Potomac. The pilot of the Bolivian plane survived and later was cleared of liability.

Ohio Casualty Managers to Hear Vorys May 28

Ohio Assn. of Casualty & Surety Managers will hear Superintendent Vorys speak at a dinner May 28 celebrating the association's 25th anniversary. John Coghill, Royal-Globe group, is in charge of arrangements for the dinner.

Family automobile policy was discussed by Clifford Barry, special agent of Utica Mutual, at the April meeting of Schenectady County (N.Y.) Assn. of Insurance Agents.

AS CERTAIN AS THE TIDE



... the faithful services of your

BIG* AGENT

*BOSTON INSURANCE GROUP



BOSTON INSURANCE COMPANY
OLD COLONY INSURANCE COMPANY

87 KILBY STREET



BOSTON, MASS.

(Agent's name, address and telephone number)

Glossy prints of this ad are available for newspaper reproduction. Without obligation, of course.



GASOLINE



LONG HAUL

Unusual and Hazardous Lines, Liability and Physical Damage

OFFICES TO SERVE YOU IN

Albuquerque
Atlanta
Dallas

Denver
Los Angeles
Oklahoma City

Seattle
St. Louis
And More To Come

Our automatic treaties combine, on a quota share basis, American Stock Companies and Lloyd's, London, providing strength and security for you and your insureds. The classes of coverage listed below are merely a few of those available to your agency.

Long Haul Trucks
Butane and Propane
General Liability

Anhydrous Ammonia
Busses
Products

Homer Bray Service, Inc.

HOME OFFICE
Albuquerque, New Mexico





The American who was ON THE SPOT!

When an American salesman smashed his car in Bordeaux, he was desperate. He needed another car, in a hurry — and he wanted an American one.

He heard he could get an American car in Geneva — if he could pay \$3000 in U. S. currency. He mentioned this to the insurance agent when he reported his crack-up.

The next day he flew to Geneva, went to a bank — and walked out with 3000 U. S. dollars!

How come? His car was insured in America through his regular broker, by American International Underwrit-

ers. AIU's Bordeaux agents serviced the claim on the spot and their Paris office cabled AIU in New York. AIU deposited \$3000 in Geneva the same day, to be released upon policyholder's identification.

On-the-spot service is simple—when you have a network as vast as AIU.

For the producer, handling foreign risks through AIU is equally simple. Specialists will tailor policies to your client's needs, and to the laws of the foreign country concerned. Terms and language are American. Claims are paid in the same currency as the premium. This includes U. S. dollars where local laws permit.

Only 2% of American brokers include such coverage in their portfolios. Yet this alert handful is harvesting millions annually in commissions. For American private investments abroad now top the 20 billion dollar mark, and this is still going up.

Remember, you don't have to be an expert to handle foreign risks. Take them to AIU—and AIU is your expert. For full information and literature, write to Dept. E of the AIU office nearest you.



AMERICAN INTERNATIONAL UNDERWRITERS

New York Boston Washington Miami New Orleans Detroit Chicago
Dallas Houston Tulsa Denver San Francisco Los Angeles Seattle Portland

NATIONAL INSPECTION CO.

CHICAGO, ILLINOIS

Service to Stock Fire Insurance companies for 54 years.
Inspections and Underwriting Reports.

R. L. Thiele
Manager

P. A. Pederson
Asst. Manager

C. H. Strong, Chief Inspector

Convention Dates

- May 5-7, Alabama Assn. of Insurance Agents, annual, Battlehouse, Mobile.
- May 5-7, New York State Assn. of Insurance Agents, annual, Syracuse hotel, Syracuse.
- May 6-8, National Assn. of Independent Insurance Adjusters, annual, El Mirador hotel, Palm Springs, Cal.
- May 6-8, Health Insurance Assn. of America, annual, Sheraton-Park hotel, Washington, D. C.
- May 7, Assn. of Casualty & Surety Companies, annual, Waldorf-Astoria Hotel, New York City.
- May 9, Surety Assn. of America, annual, Sheraton-Astor hotel, New York City.
- May 9-10, Missouri Assn. of Mutual Insurance Agents, annual, President hotel, Kansas City, Mo.
- May 10-11, Oklahoma Assn. of Insurance Agents, annual, Biltmore hotel, Oklahoma City.
- May 12-13, New Jersey Assn. of Mutual Insurance Agents, annual, Berkeley Carteret hotel, Asbury Park.
- May 12-14, Florida Assn. of Mutual Insurance Agents, annual, Tides hotel, Redington Beach, St. Petersburg.
- May 12-14, Virginia-D. C. Assn. of Mutual Insurance Agents, annual, Cavalier hotel, Virginia Beach.
- May 13-15, National Assn. of Insurance Brokers, annual, St. Louis.
- May 15, Chicago I-Day, Sherman hotel.
- May 16-17, Arkansas Assn. of Insurance Agents, annual, Arlington hotel, Hot Springs.
- May 17-18, Texas Assn. of Insurance Agents, annual, Statler-Hilton hotel, Dallas.
- May 19-21, Tennessee Assn. of Mutual Insurance Agents, annual, Gatlinburg.
- May 20, Vermont Assn. of Insurance Agents, midyear, Woodstock Inn, Woodstock.
- May 20-22, Georgia Assn. of Insurance Agents, annual, Bon Air hotel, Augusta.
- May 20-22, Insurance Accounting & Statistical Assn., annual, Palmer House, Chicago.
- May 20-24, National Fire Protection Assn., annual, Statler hotel, Los Angeles.
- May 21, Society of Fire Protection Engineers, annual, Statler hotel, Los Angeles.
- May 21-22, Illinois Bureau of Casualty Insurers, annual, St. Nicholas hotel, Springfield, Ill.
- May 21-24, Insurance Company Education Directors' Society, annual, Split Rock (Pa.) lodge.
- May 22, National Automobile Underwriters Assn., annual, Roosevelt hotel, New York City.
- May 23, National Board of Fire Underwriters, annual, Commodore hotel, New York City.
- May 23-24, Casualty Actuarial Society, spring meeting, French Lick-Sheraton hotel, French Lick, Ind.
- May 23-25, Florida Assn. of Insurance Agents, annual, Fontainebleau hotel, Miami Beach.
- May 26-26, American Assn. of Managing General Agents, annual, Fontainebleau hotel, Miami Beach.
- May 26-30, Insurance Division of Special Libraries Assn., Statler hotel, Boston.
- May 27-29, American Mutual Insurance Alliance, annual, Edgewater Beach hotel, Chicago.
- May 27-29, Federation of Mutual Fire Insurance Companies, annual, Edgewater Beach hotel, Chicago.
- May 27-29, National Assn. of Automotive Mutual Insurance Companies, annual, Edgewater Beach hotel, Chicago.
- May 27-29, National Assn. of Mutual Casualty Companies, annual, Edgewater Beach hotel, Chicago.
- June 3-4, Georgia Assn. of Mutual Insurance Agents, annual, King and Prince hotel, St. Simons Island.
- June 3-7, Eastern Underwriters Assn., midyear, Shelburne hotel, Atlantic City.
- June 9-11, Maryland Assn. of Insurance Agents, midyear, Commander hotel, Ocean City, Md.
- June 10-12, South-Eastern Underwriters Assn., annual, Homestead hotel, Hot Springs, Va.
- June 10-14, National Assn. of Insurance Commissioners, annual, Haddon Hall, Atlantic City.
- June 12-16, International Assn. of A&H Underwriters, annual, Lowery hotel, St. Paul, Minn.
- June 12-15, Wisconsin Assn. of A&H Underwriters, annual, St. Paul, Minn.
- June 13-15, Mississippi Assn. of Insurance Agents, annual, Edgewater Gulf hotel, Edgewater Park.
- June 14, Mutual Fire Insurance Assn. of New England, annual, Parker House hotel, Boston.
- June 16-18, New England Assn. of Insurance Agents, annual, Poland Spring, Me.
- June 16-19, Virginia Assn. of Insurance Agents, annual, Roanoke hotel, Roanoke.
- June 20-22, North Carolina Assn. of Mutual Insurance Agents, annual, Mayview Manor and Green Park hotels, Blowing Rock.
- June 24-26, Insurance Advertising Conference, annual, Spring Lake, N. J.
- June 26-29, Federation of Insurance Counsel, annual, Waldorf Astoria hotel, New York City.
- June 27-28, Loss Executives Assn., annual, Shawnee Inn, Shawnee on Delaware, Pa.
- June 27-28, Wisconsin Assn. of Mutual Insurance Agents, annual, Schwartz hotel, Elkhart Lake.

INSURANCE TO FIT THE NEED

Are you selling

COMPREHENSIVE LIABILITY

to men in business

✓ Protection against the UNFORESEEN that is just as complete as against the RECOGNIZED hazards makes Comprehensive Liability the policy choice of the wise insurance buyer. The less well informed man in business needs the same broad protection, too. This coverage can be SOLD to all businessmen.

✓ Presenting the advantages of the Comprehensive Liability Policy and the preparation of an adequate analysis of exposure may require the assistance of a qualified special agent with the "know-how" that comes with experience. That kind of help is readily available to the "Shelby" agent through his special agent who is specially trained to provide this kind of service.

THE

Shelby Mutual

INSURANCE COMPANY
✓ SHELBY, OHIO

✓ NON-ASSESSABLE
FIRE & CASUALTY

C&B
1894

The Pioneer Organization

COATS & BURCHARD COMPANY

APPRAISERS

4413 Ravenswood Avenue
Chicago 40, Illinois

- Appraisals for Correct Insurance Coverage and Proof of Loss
- Depreciation Studies
- Property Ledgers

COMMENTS

TRENDS

OBSERVATIONS

Clement Says Business Still Does Not Face up to PR Job of Size that Is Needed

NEW YORK—The fire and casualty business has only brushed the surface of using public relations to achieve sincere public acceptance, Winthrop W. Clement, public relations manager of American International Underwriters, told Young Men's Board of Trade here.

The public did not appreciate the industry's problems 10 years ago, Mr. Clement said. But it can blame only itself. If the industry were faced with the same far reaching challenges today, Mr. Clement doubts the public would understand or support the industry any more than it did before.

He emphasized the meagerness of PR efforts now being made by the industry, in relation to the potential audience. He urged more coordinated and greatly expanded PR efforts. The business has accepted the idea of public relations, but has not put PR into action in relation to the need for doing so.

The development of satisfactory PR

for the business as a whole cannot be achieved by any one group, or by two, three or more groups working separately. Insurers can stand forward in the ranks of American business with pride, and should, but cannot afford to stand there in dignified silence.

Mr. Clement defined public relations as: The management function which evaluates public attitudes, identifies the policies or procedures of an individual or an organization with the public interest, and executes a program of action to earn public understanding and acceptance.

However, unless it is converted into action in relation to the need, it is nothing but talking to one's self, he said.

A number of fire and casualty companies have accepted the idea of PR in accord with this definition. However, even if there were more of them and valuable as individual programs are, no single company can divorce its own continuing need to carry forward the cause of the whole business. Every major trade association in this business has a PR committee. Some have designated PR staff. A few employ outside public relations counsel. Thus insurance has accepted the idea of PR but what are the programs of those committees, the activities of those staffs, the effectiveness of those programs? How far do they go? Are they adequate to the need?

In 1944, a PR program for National Board was approved. Notes on that program said: "... a proper and adequate PR program insures the future of a business institution in much the same way as a proper and adequate property and insurance program insures the future of its buildings and its contents. In both instances, prevention is preferable to reconstruction... the business was too silent, too long... especially about certain fundamental factors of fire insurance, concerning which public interest has been aroused under unfavorable circumstances and without a sufficient backlog of good impressions to offset an attack."

This was written in 1944. An audit had just shown the business's reserves of good public opinion were embarrassingly, if not painfully, low, Mr. Clement said. The memorandum goes on to say that the need of the industry called for analysis of what people were thinking about it, and for plans to correct wrong impressions and to build good impressions for the future, for organizations to carry out these plans

Flip of Coin Decides Who Gets \$2.5 Million Policy

When two Dayton, O., local agencies submitted identical bids for a \$2.5 million policy on the city's public schools, a flip of a coin settled the matter.

Richard Shaman of Goldswig Bros. agency called "heads" and Cyrus Watson of Dayton Insurance Service chose "tails."

"Heads" won.



Delegates to the recent fire conference of National Assn. of Mutual Insurance Companies midyear meeting in Philadelphia got a lesson in the use of color to revitalize employee efficiency when they toured the home offices of Pennsylvania Lumbermens Mutual. The offices are decorated in a 38-hued color scheme of limes, blues, yellows, tans, red and gold, designed to promote better work performance and reduce work fatigue.

Fred H. Ludwig, president of Pennsylvania Lumbermens Mutual, was host to more than 40 conference delegates making the tour. Shown here in his office are, from the left: Marcella McCloskey of Pennsylvania Lumbermens, delegates Don Waugaman of Harbor Creek Mutual Fire, Paul W. Franklin of New London County Mutual, M. J. French of Guarantee Mutual Fire, and Mr. Ludwig. The conference delegates also made an inspection of the company's IBM business office automation center.

promptly, effectively and continually.

Since the memorandum was written, National Board has expended millions of advertising dollars subscribed by its company members to advance the cause of capital stock fire insurers.

The staff of National Board has prepared and circulated informative material on a broad variety of subjects designed to promote understanding, and regional associations, boards, bureaus and member companies also have put out material in some of these categories. There is an increasing willingness on the part of insurance people to appear as public speakers, to show films developed to illustrate the activities of the board and its companies.

But, he said, frequency and quality must be the criteria. Another activity called for in the 1944 program, clearly of a PR nature, was "Fire Insurance Facts and Trends," which now has a circulation of about 250,000 copies per issue. The 1944 memorandum said that the business had 200,000 stockholders, the population of the U. S. in the last census was 160 million. These statistics are not recited in criticism—National Board cannot do the job alone—but only to give some criterion by which to measure the efforts against the task.

Assn. of Casualty & Surety Companies also has a PR program and publishes a periodical.

But development of satisfactory PR for the entire business cannot be achieved by any one group, however sincere, working alone, or by any two or three or more groups working separately. Agents' associations carry on and encourage PR activities on local, state, regional and national levels, but this does not fulfill the needs of the companies these agents represent, either, he declared. Silence breeds misunderstanding and distrust. As National

Board's report said, the "business was too silent, too long." That statement was made 13 years ago. So was another statement in the same report, "misinformation and lack of information, rather than any active hostility to the business on the part of the public, are principally responsible for the current state of public opinion toward the business." Both of these declarations are as true today as they were in 1944. Neither of them, Mr. Clement believes, has yet been faced with the vigor their seriousness requires. This is an all-embracing responsibility for every person, company and organization in the business.

He noted that Insurance Advertising Conference designed and submitted to American Insurance Assn. a comprehensive, detailed proposal outlining a coordinated instrumentality capable of formulating and carrying out an industrywide and nationwide program to achieve public acceptance. This effort was appreciated, but Mr. Clement knows of no discussion of the proposal since it was submitted months ago.

It is time the business stopped talking to itself, he declared. The time has come when self-interest requires the business to identify the policies and procedures of the insurance business with the public interest in the public mind and to execute broad programs of action which will earn public understanding and acceptance.

Convertible Top Eaten By Horse; Insurer Pays

The Donald Johnsons of Burlington, Wis., have decided not to sell their old convertible, now that it has a new top and doesn't look so bad any more. Mrs. Johnson explained that a horse ate the old top "and the insurance company paid for the new one."

Name of the insurer involved was not disclosed.

Tells Success of Fire Prevention Committee in Helping City Cut Losses

How a city cut its fire losses more than ten-fold and won national awards in the process was outlined by Jack R. DeHaven, vice-president of Employers Mutuals, in a talk before Wisconsin Building and Fire Inspectors Institute in Madison, Wis.

Mr. DeHaven was chairman of a committee whose efforts in Wausau, Wis., have repeatedly won fire prevention awards for that city of 32,000, including first-place citations from U.S. and Wisconsin Chambers of Commerce and from National Fire Protection Assn.

Three decades ago, Mr. DeHaven said, Wausau's fire losses averaged \$24.35 for each of its citizens. Last year, however, fire loss averaged just \$1.38 per person.

This successful drive against fires, he noted, did not occur overnight. Actually, it began in 1930, when a fire prevention committee, formed by the chamber of commerce, recommended that the city's fire department expand personnel training, especially for building inspections. After an initial study city officials and a chamber of commerce committee agreed on a long-range fire prevention program.

Fire prevention week each year was decided on as the pivotal point of the continuing campaign, which every civic and professional organization is asked to join.

"On a project of this nature," Mr. DeHaven told the fire inspectors, "the sense of fighting a common enemy—fire—helps to band together people, encouraging a more friendly atmosphere and collective good-citizenship efforts which carry over into all the phases of community life."

In the last three years, Wausau has won two consecutive National Safety Council traffic safety awards.

We invite inquiries on:

LONG HAUL TRUCKS

SURETY BONDS • STOP LOSS
EXCESS LIMITS

CITIZENS CASUALTY COMPANY OF NEW YORK

33 Maiden Lane, New York 38, N. Y.
BOWLING GREEN 9-9100

Reinsurance

Casualty, Fire, Marine, Miscellaneous

Pro-Rata—Quota Share—Excess Loss
Treaty and Facultative

Excess Covers Including
Steam Boiler, Fleet, Motor Cargo, Aggregate,
Liability, Workmen's Compensation

DOMESTIC AND FOREIGN MARKETS

EXCESS UNDERWRITERS, INC.

Howard E. Mankin, Executive Vice-President
175 W. Jackson Boulevard, Chicago, Ill.

Multiple line facilities

AMERICAN TITLE AND
INSURANCE COMPANY

RELIABLE INSURANCE
COMPANY

BALOISE FIRE INSURANCE
COMPANY LIMITED

EQUITY GENERAL
INSURANCE CO.

SWISS NATIONAL INSURANCE
COMPANY LTD.
(reinsurance only)



901 N.E. 2nd Avenue • Miami, Florida

Ky. Court Weakens Charities' Immunity

A dent in the complete immunity of charitable institutions from liability in Kentucky was made recently when the court of appeals of that state held that a charitable organization can be liable for personal injury to a tenant of a building rented by the organization for profit and maintained in violation of the safety laws. Up to now, Kentucky has held strongly for complete immunity, despite the trend of contrary decisions in other states, and this case may be an entering wedge for liberalization.

In this case, Roland vs Catholic Archdiocese of Louisville, 6 CCH (Negligence 2nd) 931, a building near downtown Louisville had been conveyed jointly to the archdiocese and two charitable organizations devoted to the care of the poor. It was rented for both commercial and living purposes, the proceeds going to these organizations. Roland, a tenant, was injured seriously during a fire in the building in 1954. It was charged that the building had not been equipped with fire escapes in accordance with state and municipal ordinances and that this caused or contributed to the injury.

Jefferson circuit court, in which the case originated, gave a summary judgment, without trial of the issues, on the basis of previous Kentucky decisions holding for absolute immunity of charitable institutions. The appeals court reversed this and sent the case back for a jury trial.

It is obvious from the tone of the opinion that the court was unsympathetic to the idea of charitable immunity and was seeking a loophole. The decision is technically based upon the existence of three considerations, the opinion pointing out that all were not present in any previous case in Kentucky. These were the violation of statutory duty, the use of charitable-owned property for income-producing purposes and the fact that the injured party was a stranger to the charity, having no connection with it except as a paying tenant. The opinion reviewed previous Kentucky cases, distinguishing this one from Emery vs Jewish Hospital Assn., 236 S W 557, in which recovery was denied to a boy employed by a hospital in violation of the child labor laws. The opinion—like many opinions in other states which have abolished or reduced the defense of immunity—points to the availability of liability insurance to charitable institutions.

Allied Mutual Casualty Elects Goode President

Allied Mutual Casualty has elected Robert B. Goode president to succeed Harold S. Evans who will retain his position as board chairman. Also elected were John E. Evans, vice-president and secretary, and L. Keith Murry, special agent at Topeka, who was named to the board. Mr. Goode has been with the company for 21 years and has been secretary since 1942.

Boston Names Bradbury Marine Manager in Pa.

Boston group has appointed Robert N. Bradbury marine manager at Philadelphia. He will be associated with H. Bradley Sexton Jr., regional manager.

Joining Boston group in 1951 as an inland marine underwriter at Philadelphia, Mr. Bradbury later became a marine special agent.

Walker New American Superintendent of IM

American group has advanced Thomas E. Walker to the post of superintendent of inland marine at the home office. He formerly was head of marine-burglary in the western department at Rockford, Ill., and has been with the group since 1946.

Alberico Named Lloyds Manager for Rockwood Co.

Julius G. Alberico has been named manager of the Lloyds department of the Rockwood Co., Chicago. A veteran Lloyds specialist, Mr. Alberico was formerly manager of the domestic and Lloyds automobile department of Geo. F. Brown & Sons. He was a member of the 1956 Lloyds automobile physical damage committee established by the attorney-in-fact's office for Lloyds operations in Illinois.

Agents to Hear Trupin

Passaic County (N.J.) Assn. of Insurance Agents will hear a talk by Archie Trupin, New York insurance department research bureau chief, at the quarterly meeting May 9 in Clifton. Mr. Trupin will discuss overcharges by various companies regarding finance business and compulsory auto in New York state three months after its enactment into law.

Frazier & Co., general agency of Seattle will move to new offices at 7107 Woodlawn avenue on May 1.

A GOOD REPUTATION

—priceless asset of the successful agent

There is no substitute in any business for a good name and the honest respect of one's fellowman. The insurance agent who has built a successful business upon his reputation for good service and fair dealing just naturally seeks to represent companies with a similar reputation.

PAN AMERICAN
Fire & Casualty
Company



Insurance
Company

EARL W. GAMMAGE, PRESIDENT

P. O. BOX 1662

T. EARNEST GAMMAGE JR., EXEC. V. P.

HOUSTON 1, TEXAS

Outlines Elements in a Good Insurance Program for Banks and Trust Companies

The importance of a good insurance program in the operation of banks, as in other lines of business, has long been recognized by the leaders in banking. Carroll D. Simmons, vice-president and senior trust officer of First City National Bank of Houston, writes in a recent issue of *Auditgram*, publication of National Assn. of Bank Auditors & Controllers. However, in spite of this many banks today have very inadequate insurance programs and some banks have none at all, he writes.

In substance, Mr. Simmons states: Some months ago a story appeared about the closing of a 51-year old bank in Smolen, Kan., because of shortages attributed to "manipulations" of the cashier. The state banking commissioner was quoted as saying that there was little hope the bank would reopen. Clearly, this was a case of inadequate insurance coverage, not to mention poor internal control.

All types of businesses are confronted with insurance problems, but these problems are often more intricate in the case of banks and trust companies because of the nature of the trusteeship inherent in the operation of such institutions. As a result, the insurance needs in modern banking are often puzzling to many bankers and bank operating personnel.

Every bank should have a periodic review or audit of its insurance, just as it should have regular audits of its books and examinations of its affairs. Preferably the audit should be made by some one other than bank personnel immediately in charge of the bank's coverage, and ideally should be made by competent and experienced professional insurance advisers who are not themselves in the business of selling insurance.

Such service usually includes a complete audit of all policies once a year with a complete report and analysis of the coverage and with recommendations for revision and improvement where needed. The report by such an audit should be submitted to the executive head of the bank both for information regarding what coverage is in force and for consideration of any

recommendations for changes, additions or deletions. While the best results are likely to be obtained by using a professional insurance auditing firm, many insurance agencies have personnel on their staff well qualified to review the bank's portfolio of insurance and to offer sound advice for needed improvements.

For most banks the more important policies are bankers blanket bond, burglary and robbery of money and securities, comprehensive safe deposit liability, mail insurance, public liability, workmen's compensation, and fire and extended coverage.

It is generally conceded the bankers blanket bond standard form No. 24 revised to June, 1951 offers the broadest coverage and is in most general use. Form 2 is somewhat narrower in coverage and has been used to some extent, particularly by smaller banks and by some larger banks for excess coverage over form 24 primary coverage. There is some saving in premium through the use of form 2, but the difference is not as much as formerly, and the comparatively small saving in premium has resulted in an increasing tendency to provide more and more of the blanket bond coverage under form 24. It would be my recommendation that all banks now carrying all or part of their BBB on other forms consider changing to 24.

Perhaps the most important improvement in the coverage under 24 was the addition of the discovery rider made available in 1954 without additional cost. Previously the bonds were written on a "loss-sustained" basis. For example, a bank with a bond of \$100,000 in 1950 raised to \$200,000 in 1954, with a loss of \$150,000 sustained in 1953 but not discovered until 1955, would collect only \$100,000, the amount of the bond in effect at the time loss was sustained. Under a discovery bond this bank would have collected the full amount of the loss, \$150,000.

In connection with the discovery rider, there was a modification in the policy regarding coverage after termination of the bond. Thus it was necessary for each bank to give its writ-

(CONTINUED ON NEXT PAGE)

**Easy-to-reach
branches** with
Home Office Authority mean
more money in your basket!

Hawkeye-Security

AND INDUSTRIAL INSURANCE COMPANIES

11 BRANCH OFFICES: CHICAGO, DENVER, DES MOINES, GRAND RAPIDS, INDIANAPOLIS, KANSAS CITY, NEW YORK CITY, OMAHA, SIOUX FALLS, SPRINGFIELD, ILL. and WASHINGTON, D. C. HOME OFFICE: DES MOINES



**GULF INSURANCE COMPANY
ATLANTIC INSURANCE COMPANY**

DALLAS

FIRE • CASUALTY • AUTOMOBILE • INLAND MARINE

**A PERFECT
PARTNERSHIP**



One won't do. It's the cooperation of two that keeps a see-saw in motion.

Just as these youngsters know that "working together" is necessary, your insurance agent realizes that by working hand-in-hand with his companies, he can keep you advised of the latest improvements in insurance protection. His thorough training and experience enable him to handle your most difficult insurance problems.

In choosing companies he will represent, your agent looks for a perfect partnership... a company whose interests lie in satisfying policyholders' needs and will therefore assist your agent's desire to best serve your needs whenever they arise.

Two-color reprints of this advertisement without Company name are yours for the asking. Write us.

PAWTUCKET MUTUAL

INSURANCE COMPANY

25 MAPLE STREET, PAWTUCKET, RHODE ISLAND

Incorporated 1848



(CONTINUED FROM PRECEDING PAGE)
ten consent to the change. Any bank that has not had the discovery rider added should consider doing so at once.

Another change in the bankers blanket bond has been the addition of the nuclear fission rider. As first proposed by the companies, this rider was not satisfactory, but negotiations conducted by American Bankers Assn.'s insurance and protective committee led to agreement on a modified form which the committee recommends be accepted by the banks. It excludes from coverage under the bond "any loss, in time of peace or war, directly or indirectly caused by or resulting

from the effects of nuclear fission or fusion or radioactivity; provided, however, that this paragraph shall not apply to loss resulting from industrial uses of nuclear energy."

How much BBB coverage should be carried? There have been general increases in the amounts of BBB in the past 20 years, with 10 major reductions in rates on blanket bonds as well as substantial improvements in the forms of coverage. The ABA Committee's report, *Panorama of Progress, a Report on Bank Insurance, 1936-1955*, gives figures on amounts of coverage and premium cost for a select list of banks. For these banks as a group

during the 20 year period, deposits increased 2½ times, total number of employees covered increased 60%, bankers blanket bond coverage increased fourfold, and the aggregate premium cost dropped by 83%.

The ABA has suggested ranges of minimum amounts of BBB coverage for each of 23 groups of banks based on total deposits. But these are minimum total amounts. Where internal auditing procedure and controls are inadequate to avoid prolonged delay in uncovering defalcations of employees or where an abnormal volume of collateral, safekeeping, or trust securities is on hand, the amounts should be proportionately increased.

A of liability of the insured bank under any agreement to be liable for loss. It is extremely important, therefore, that employees be cautioned against making any statements regarding the assumption of liability for the safety of property placed in safe deposit boxes which extend beyond or conflict with the terms of the lease agreement.

Risks of loss of property in transit by mail or express are not covered under BBB, and since for most banks the sums at risk are quite large, virtually all banks carry a registered mail and express policy. Many banks also carry a first class mail policy.

This policy requires records of shipments to be kept. Non-negotiable securities can be insured under the policy for their full market value at one-fourth of the rate charged for negotiable securities. It is well known, however, that many shipments of non-negotiable securities which are insured for only a fraction of the full market value—at the full negotiable rate—on the theory that the lower value will be adequate to pay the cost of an "open penalty lost securities bond" required for the reissues. The ABA committee recommends against this practice, but most insurance agencies ask only that you be consistent in the ratio of insurance to actual value that you use, with the figure of 10% being the most often mentioned.

First class mail bonds are offered by surety underwriters but have not been standardized. In general they cover negotiable securities up to \$1,000 in any one envelope or package and non-negotiable securities up to \$25,000 in one envelope or package for a charge of 10 cents, and from \$25,000 to \$50,000 for a charge of 15 cents.

More recently, some of the companies have offered endorsements to their policies extending coverage to negotiable securities up to \$50,000 on mailings to a special class of addressees, namely, other banks, bankers, trust companies, insurance companies, security brokers, investment firms, investment corporations, stock clearing corporations, and corporations when acting as security transfer agent or registrar for their own security issues. The premium charged for this latter coverage is at the rate of 12 cents per thousand dollars on the values shipped.

First class mail policies may now be endorsed to cover shipments made by certified mail, with premium rates at one-half of those applicable to first class mail. This arrangement offers the possibility of substantial savings on certain types of shipments previously sent by registered mail. Because of the variations in the types of contracts available, it is important to make a careful analysis of policies being considered and of the particular need for first class mail coverage.

Public liability of banks arising out of the ownership, operation, control, of responsibility for control of real

EXCESS LIMITS SURPLUS LINES

DRILLING RIGS—MALPRACTICE
LONG HAUL—NATURAL GAS SYSTEMS

Lloyd's,

London

369 W. JACKSON BLVD.
WAbash 2-7577

CHICAGO 6, ILL.
Teletype CG 2785

GRIFFITHS,
TATE, LTD.

MARSH & McLENNAN

INCORPORATED

Insurance Brokers

CONSULTING ACTUARIES
AVERAGE ADJUSTERS

Chicago New York San Francisco Minneapolis Detroit
Los Angeles Boston Pittsburgh Seattle St. Louis Indianapolis
St. Paul Portland Buffalo Duluth Atlanta New Orleans
Tulsa Milwaukee Phoenix Cleveland Washington Montreal
Toronto Vancouver Calgary Havana Caracas London

Payroll & Other Casualty
Audits & Inspections.
Audits of Burglary & Bond
losses.

Audits for reinsurance companies of payrolls, claims, etc.

Inland Marine Audits & Inspections.

Audits of Cargo Motor Lines to determine financial responsibility and outstanding claims.

ATWELL, VOGEL & STERLING, INC.

Harwood Bldg., Scarsdale, N. Y.

60 John Street, New York—WHitehall 4-8871

A-1815 Insurance Exchange, Chicago

Kirby Bldg., Dallas

Standard Bldg., Atlanta

369 Pine St., San Francisco

25 other offices, providing nationwide service in U. S. A.
as well as service in Canada and Puerto Rico

The improved combination safe depository policy combines into one policy the coverage previously available under two different contracts. Insuring clause A of the contract covers all sums which insured shall become legally obligated to pay for loss of customer's property. Insurance clause B insures against loss of customer's property by burglary or robbery or attempt thereat, whether or not the bank is liable.

The insurance may be purchased under either clause A or clause B, or both in the same or different amounts. Clause A appears to be a "must," but clause B is regarded by some as a "fringe benefit" justified only on the ground of customer good will. Attention is called to exclusion under clause

Build a reputation for writing the more unusual coverages with



Professional Liability Insurance

Accountants—Beauty Shops—Lawyers—Physicians—Surgeons—Dentists and others.

Write A. Seelig, V.P., Reading, Pa.

AMERICAN CASUALTY

COAST-TO-COAST BRANCH OFFICE SERVICE

k under
loss. It
ore, that
making
assump-
of prop-
s which
with the

transit
red un-
inks the
virtually
ail and
so carry

of ship-
le secu-
le policy
at one-
negotia-
known,
of non-
are in-
the full
gotiable
ver val-
cost of
s bond"

ABA
st this
agencies
in the
ue that
% being

ered by
ot been
cover
0,000 in
and non-
0,000 in
charge
to \$50,-

compa-
ages to
age to
0,000 on
ressees,
es, trust
es, se-
ins, in-
clearing
when
gent or
issues.
s latter
nts per
hipped.

now be
ade by
ates at
o first
offers
savings
previ-
because
of con-
o make
being
r need

ing out-
of real

property, automobiles, and so forth, should be suitably covered by public liability insurance, preferably by a comprehensive policy. A comprehensive general liability policy and a comprehensive automobile liability policy are the two most frequently carried by banks. Awards made in damage suits in recent years show alarming increases in the amount of damages in personal injury cases, and banks need to review their public liability insurance with a view to increasing the limits of coverage. In the case of automobile liability, a "fleet" policy is much to be preferred where the number of cars is five or more. A separate public liability policy is generally carried by banks with trust departments to cover the bank's liability while acting in a fiduciary capacity.

Workmen's compensation insurance is required by law in most states and is too often taken for granted. Here, as in most other forms of insurance, careful study of the types of coverage included in the bank's policy and the selection of a sound, competent, and dependable underwriter will result in better coverage at less or equal cost.

Fire and extended coverage problems of banks are in general similar to those of many other business concerns. In these days of rising cost of building construction, it behooves banks to review their amounts of fire insurance, particularly if policies are written with coinsurance. Thought should be given to the need for coverage necessary to pay the cost of providing a place of business during the time required to rebuild or make major repairs to the main banking house. You sometimes see stores with a sign on the front door marked "Closed for Repairs," but you have never seen a bank with such a sign.

There is one other important point to be mentioned that is applicable to all of the insurance carried by banks, and that is in the selection of the underwriters with whom to place coverage. For most types of coverage, rates are uniform and policies issued by strong, reputable, and experienced companies cost no more than those issued by the "weak sisters." By all means select the best companies and agents who are reputable, experienced, and in position to render the best possible service in handling claims and otherwise do a good job for you as their client.

Credit insurance is coming into general use in connection with small loans, and group life insurance and group hospitalization insurance for the bank's personnel are important parts of the program of personnel administration of most modern banks.

Spokane (Wash.) Insurance Assn. heard Melvin T. Warrick, manager of Spokane Credit Bureau and Spokane Retail Credit Assn., explain the functions of his organizations at a luncheon meeting.

Cal. Commissioner Calls Hearings May 6, 8 on WC Manual Revisions

Commissioner McConnell of California has called a hearing May 6 in San Francisco and May 8 in Los Angeles to consider a complete revision of California workmen's compensation insurance manual rules, changes in classification and basic rates, which relate to the classification of risks and premium rates and system of merit rating for workmen's compensation and employers liability.

The proposed changes have been submitted by California Inspection Rating Bureau with a recommendation that they be approved effective October 1.

A complete replacement of existing rules which presently appear on pages 1-32, of the manual is recommended. Many of the rules have been restated in what the bureau believes to be better and clearer language or have been rearranged in more orderly fashion for easier reference. In addition, the proposed changes include substantive amendments to existing manual rules. An amendment of the definitive language and instructions and rules relating to private residences and domestic service is also included.

Amended Recodification Bill Passes Okla. House

The Oklahoma house has passed an amended bill recodifying and modernizing the state's insurance laws.

One amendment included in the bill would exempt writers of automobile insurance from having to take the usual agent licensing examination. Another requires that any insurance policy renewable only by option of the company have a notice to that effect printed in large type on the policy face.

The bill has been sent to the state senate for debate.

Name Bowers to Columbus for Phoenix of Hartford

Phoenix of Hartford has appointed C. Lloyd Bowers associate superintendent of the casualty and bonding division in Columbus, augmenting the staff of Manager Thomas O. Dye.

Six Ky. Institutions Get Sprinklers

Sprinkler systems have been installed in six Kentucky institutions. They are: Kentucky school for the deaf, Danville; Central state hospital, Lakeland; Kentucky training home, Frankfort; Kentucky children's home, Lyndon; Kentucky school for the blind, Louisville, and Kentucky village, Greendale.

Insurers of Nashville heard Frank G. Harrington, advertising manager of North America group, discuss the role of the independent agent in a talk titled "Fulfilling a Public Trust Through Salesmanship" at the April 18 meeting.

DIRECTORY OF RESPONSIBLE

INDEPENDENT ADJUSTERS A

CALIFORNIA

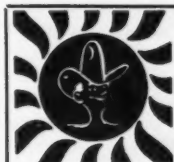
W. C. QUIGG & ASSOCIATES

248 Spreckles Theatre Bldg., San Diego 1, Calif.
Telephone BE 2-5138

Service Office: 120 N. Orange Ave., El Cajon
Telephone HI 4-3139

ADJUSTMENTS — ALL LINES

Member Calif. Assoc. Independent Adjusters



SERVING MOST OF SOUTHERN CALIFORNIA

• San Bernardino—456 D STREET
• Riverside—3880 MAIN STREET
• Santa Ana—3021 N. MAIN STREET
• Brea—130 E. MAIN STREET

Jack Hill & Company

FLORIDA

RAYMOND N. POSTON, INC.

159 S. W. 8th St. Miami, Fla.



BRANCHES
FT. LAUDERDALE
124 S. E. 2nd St.
PALM BEACH AREA
18 N. E. Street Lake Worth
KEY WEST
928 Truman Ave.
ST. PETERSBURG
486 1st Ave.

ILLINOIS

E. S. GARD & CO.

Adjusters
CHICAGOLAND CASUALTY CLAIMS
★ ★ ★ ★ ★

175 W. Jackson Blvd., Wabash 2-8880

JAMES J. HERMANN CO.

175 W. Jackson, Chicago
Harrison 7-9381
Aurora, Ill.—Merchants Nat'l
Bank Bldg.—Aurora 6-5133
Waukegan, Ill.—110 N. Genesee St.
Majestic 3-4649
Joliet, Ill.—Morris Bldg.
Joliet 4-3613
Ottawa, Ill.—Central Life Building
Ottawa 1474



JOHN H. HUNT & CO.

330 So. Wells St. Chicago 4, Ill.
Investigators and Adjusters
ALL CASUALTY LINES
Serving Chicago & vicinity, Waukegan,
Ill., Gary, Hammond and Northwestern Ind.
Elmhurst Branch: Waukegan Branch: Gary Branch:
118 S. York 215 W. Water St. 1228 W. 5th St.
Tel. TE 4-9480 Tel. DElita 6-8222 Tel. Turner 3-9338
24 Hour Service
Phone HARRISON 7-0183 Night: TERRACE 4-7846



J. R. McGowan, Pres.

THOMAS T. NORTH, INC.

Adjusters All Lines
Phone HARRISON 7-3230
175 W. Jackson Blvd., Chicago 4



J. L. FOSTER & R. K. FOSTER
Insurance Adjusters
First National Bank
Building
Springfield, Illinois
Tel. 8-7555
Fire Inland Marine Casualty

LIVINGSTONE

ADJUSTMENT SERVICE

619 E. Capitol Ave., Springfield, Illinois
Branch Offices: Decatur — Mattoon —
Mt. Vernon — Belleville — Quincy
Covering Central and Southern Illinois
All Lines of Fire & Casualty

CHICAGO SUBURBAN CLAIMS SERVICE

Adjusters
State 2-4803
100 N. LaSalle St. Chicago 2, Ill.

INDIANA

JOHN H. HUNT & CO.

330 So. Wells St. Chicago 4, Ill.
Investigators and Adjusters
ALL CASUALTY LINES
Serving Chicago & vicinity, Waukegan,
Ill., Gary, Hammond and Northwestern Ind.
Elmhurst Branch: Waukegan Branch: Gary Branch:
118 S. York 215 W. Water St. 1228 W. 5th St.
Tel. TE 4-9480 Tel. DElita 6-8222 Tel. Turner 3-9338
24 Hour Service
Phone HARRISON 7-0183 Night: TERRACE 4-7846

NEVADA

R. L. GRESHAM & CO.

Multiple Line Adjusters

312 North 5th Street Las Vegas, Nev.
8 Adjusters Servicing 150 Mile Radius.

NEW YORK

In the Insurance Industry

WORK means SERVICE

Ralph A. Work,
General Adjuster for the Companies
132 Nassau St. WO 2-3913
24-HOUR SERVICE—Residence Phone RA 9-2966

NO. & SO. DAKOTA

AMERICAN ADJUSTERS

P. O. Box 435 Aberdeen, So. Dakota
Office Phone 3092
Night Phone 3114 and 7470
All Casualty, Auto, Fire and Allied Lines
Since 1944 throughout Southern 1/2 of North
Dakota and Northern 1/2 of South Dakota.

OHIO

O. R. BALL, INC.

Fire — Inland Marine
Allied Lines
1544 Hanna Building
Cleveland 15, Ohio
Phone Superior 1-7850
Night Phones: MONTROSE 3-7664
Florida 1-5095

THOMAS D. GEMERCHAK

Insurance Adjustments
All Lines

416 Citizens Bldg., Cleveland 14, Ohio
Phones Off. Su. 1-2666 — Res. Fa. 1-9442

OKLAHOMA

C. R. WACKENHUTH AND SON

C. R. WACKENHUTH R. C. WACKENHUTH
ADJUSTERS FOR THE COMPANIES
ALL LINES
301 Mid-Continent Bldg., Tulsa, Oklahoma
Phones LU 2-5460 GI 7-3850

UTAH-IDAHO

SCOTT WETZEL CO. UTAH-IDAHO INSURANCE ADJUSTERS

428 So. Main - Salt Lake City, Utah
Tandy & Wood Bldg. - Idaho Falls, Idaho
Sonnenkalb Bldg. - Pocatello, Idaho

TORONTO-CANADA

ADAMSONS, LTD.

Established 1894
Fire-Inland Marine-Casualty
& Auto-ADJUSTERS
10 Lines to Serve you.
Our cars are equipped with radio
for fast efficient service.
Phone: EMPIRE 3-6223
6 Wellington St., East Toronto 1

W. W. GREENE, Inc.

Reinsurance

SURVEYS CONTINUING COUNSEL TREATY PLACEMENT

Casualty • Fire
& Allied Lines

American &
Foreign Markets

68 WILLIAM STREET NEW YORK 38, N. Y. BOWLING GREEN 9-2373

The NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Fire and Casualty Insurance

EDITORIAL OFFICE

99 John St., New York 23, N. Y.
Executive Editor: Kenneth O. Force.
Assistant Editors: John B. Lawrence Jr.
and Robert Young Jr.

CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Managing Editor: John C. Burridge.
Assistant Editors: Richard J. Donahue,
Richard Ebel, and Philip F. Van Pelt.
Production Editor: George H. Downs.

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Telephone Wabash 2-2704
Advertising Manager: Raymond J. O'Brien

SUBSCRIPTION OFFICE

420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140

OFFICERS

Howard J. Burridge, President.
Louis H. Martin, Vice-President.

John Z. Herschede, Secretary-Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

SALES OFFICES

ATLANTA 3, GA.—423 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz and A. J. Wheeler, Chicago Managers. R. J. Wiegand and William D. O'Connell, Resident Managers.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 1-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; Arthur W. Riggs, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Riverside 7-1127. Alfred E. Cadis, Southwestern Manager.

DENVER 2, COLO.—234 Commonwealth Building, Tel. Amherst 6-3725. Fred L. White, Rocky Mountain Manager.

DES MOINES 9, IOWA—337 Insurance Exchange Bldg., Tel. Atlantic 2-5966. D. J. Stevenson, Resident Manager.

DETROIT 26, MICH.—613 Lafayette Bldg., Tel. Woodward 5-2305. William J. Gessing, Manager for Indiana and Michigan.

INDIANAPOLIS 26, IND.—5634 N. Rural St., Tel. Clifford 3-2276. William J. Gessing, Manager for Indiana and Michigan.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Federal 2-5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—99 John Street Room 3420, Tel. Beekman 3-3956. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Market 2-7019. John F. McCormick, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad St. Room 1027, Tel. Pennypacker 5-3706. Robert I. Zoli, Middle Atlantic Manager.

ST. LOUIS 2, MO.—221 Pierce Bldg., Tel. Chestnut 1-1634. Geo. E. Wohlgemuth, Resident Manager.

SAN FRANCISCO 4, CAL.—582 Market St., Tel. Exbrook 2-3054. Richard G. Hamilton, Pacific Coast Manager.

CHANGE OF ADDRESS

Be certain to enclose mailing label with new address. Allow four weeks for completion of the change. Send to subscription office, 420 E. Fourth St., Cincinnati 2, Ohio.

EDITORIAL COMMENT

Broader Covers and Claim Mindedness

One frequently heard explanation of why the package policies, habitation and commercial, are developing high loss ratios rather quickly for new forms is because the broadening of coverage makes insured claim minded.

A recent news story put it this way: "While package policies are currently profitable, they will not necessarily remain so because of an increased claim consciousness which may develop when people find out just what extensive coverage they have."

The business would be making little headway if people did not recognize what coverage they had in the new policies and make claims. Why else should insured buy the new coverages? How else could agents sell them?

If they are not priced correctly—and time may show the need for change—the business maintains the machinery to alter price.

But, even while according the under-

writers every right to eye protection extensions critically, once they are agreed upon and promulgated, it is the mark of the logic and virtue of what they have done when the protection proves more beneficial to insured than previous covers.

It is, we think, proper for producers to point out the improvements in order to sell the new policies. If they did not, they would have nothing on which to peg a sale, and insured, who dislikes change as much as anyone, would respond only if there was a price appeal. It is difficult to imagine what else but broader coverage would appeal to insured as an improvement. If at the time of sale he did not think he might have losses covered in the new and not covered in the old, why buy?

The point here is that if insured is claim conscious, he is insurance conscious, and that is exactly what the business wants him to be.—K.O.F.

Time for Minimum \$100 Deductible

Whenever a study or survey of losses is made it is always found that most of them are for small amounts. This is well known to all loss and claim men. Total losses or large losses are so rare relatively as to be regarded as items of news. The large losses are usually not the trouble makers. Companies may be jolted by the size of them, but very often their settlement presents no special complications. It is the thousands and thousands of small claims that are responsible for the heavy cost of handling losses in total.

A surprisingly large number of small claims cannot be substantiated, often they are not covered by the terms of the policy, and many of them are phony. Handling such claims, running them down, attending to the numerous details in connection with them cost property insurance companies an impressive sum of money and consumes a staggering number of man hours.

Knowing this, it is surprising that the companies generally, or at least some of the bolder among them in

particular, have not decided to stop writing \$25 or \$50 deductibles and taken the position that the smallest deductible to be issued by them shall be \$100. Because of inflation, if for no other reason, the \$25 and \$50 deductible contracts are out of date. They are not in tune with the times. Today, \$25 or even \$50 means roughly half of what it did say 15 years ago, and claims in these amounts are not so important as they once were to the claimant.

Any study of all of the losses of any large group of companies will disclose, in figures that cannot be mistaken, that the companies could work a noticeable and immeasurably helpful improvement in their loss ratios if they would decide to write no more deductible policies for an amount smaller than \$100. Sooner or later, and in sheer self protection, the companies generally are going to have to make such a move. In a time when loss ratios are sickeningly high, companies should move with courage, foresight and determination to do it.—Howard J. Burridge.

PERSONAL SIDE OF THE BUSINESS

John A. Diemand, president of North America companies, has been selected by University of Pennsylvania to be awarded an honorary doctor of law degree at the Wharton school's 75th anniversary celebration April 26.

Robert H. Thoren, local agent of Tacoma, Wash., was married to Miss Betty Meddins of Tacoma. Mr. Thoren is secretary of Pierce County Insurance Assn.

Miss Lois Lowry of National Council on Compensation Insurance is celebrating her 30th year with the organization.

Warren Graham, a partner in Graham-Bushnell local agency in Alexandria, La., has been elected president of the Alexandria-Pineville Chamber of Commerce.

Mortimer E. Sprague, vice-president and secretary of Home group, has been elected a director of U. S. chamber of commerce.

Leon A. Watson, former general manager of New Jersey Fire Insurance Rating Organization, has been made the first honorary life member of Garden State—New Jersey pond of Blue Goose.

J. Edwin Larson, Florida commissioner, has been elected junior grand warden of the Masonic grand lodge of Florida.

Partners and employes of R. W. Hosmer & Co., Chicago local agency, honored **Edna M. Becker** at a dinner held upon her retirement after 37 years with the agency. She joined the agency in 1920 as a typist, rose to sec-

retary and was promoted to inland marine and casualty underwriter and office manager. Philip B. Hosmer and Paul W. Oliver, partners in the firm, presented Miss Becker an engraved wrist watch. She will devote her spare time as a local broker.

Huntingdon T. Block, who will be installed as new president of District of Columbia Assn. of Insurance Agents May 10, has been in the business nine years, all of them with McLaughlin Co., agents and brokers.



Huntingdon T. Block

He is vice-president of the firm. He was graduated from Maryland Casualty insurance school. He has been active in the agents' association for several years, and in addition to serving on several committees he has headed the I-Day program for two years.

Lawrence M. Goodspeed, vice-president, treasurer and a director of Standard Accident and Planet, was guest of honor at a luncheon in Detroit on his 25th anniversary with the companies. He joined Standard Accident in 1932 as a statistician in the accounting department, became manager of the investment and mortgage department in 1942, and was promoted to assistant treasurer of the companies a year later. In 1954 he was elected vice-president and treasurer and was named to the board in 1955.



L. M. Goodspeed

Harold Mummery, marine manager of London Assurance at the London head office, is in the United States on a business trip.

John C. Parish, secretary of St. Paul F.&M., has been presented the Silver Antelope, the highest regional Boy Scout award.

Charles J. Penna, New York state agent of London group, has retired after 50 years of service with London Assurance.

Mr. Penna joined London Assurance in 1907 as an office boy in the then Pine street, New York, office. He was subsequently promoted to examiner in the underwriting department, then to chief underwriter in the eastern branch. In 1930 he entered the field in suburban and eastern New York. In 1940, New York City was added to his field. He returned to London's home office in New York City in 1954. He is a charter member of the Longman Guild, London's 25 year club. He was also president of the field club in 1946. He was honored at a dinner by executives and personnel of the group and was presented several gifts.

David Porter, educational director of Surety Assn. of America, is the co-author of *Torpedoes Away!*, a novel about a submarine on duty in the Pacific during World War II, recently published by Dodd, Mead & Co. of New York.

A lieutenant commander in the U. S. naval reserve, Mr. Porter wrote the book in collaboration with Capt. Robert I. Olsen, USN, assistant chief of

land
and
and
firm,
aved
pare

l be
strict
Assn.
nce
y, has
busi-
s, all
Mc-
C o.,
rok-
vice-
the
rad-
ary-
in-
l. He
ve in
veral
g on
the

resi-
and-

as-
es a
ice-
med

ager
adon
s on

Paul
lver
Boy

ag-
after
As-

ance
then
was
iner
then
tern
field
ork.

ded
on's
954.
on-
He
o in
by
oup

ctor
co-
ovel
Pa-
ntly
of

r. S.
the
lob-
of

staff for operations in the first naval district. Capt. Olsen commanded a submarine during World War II. Mr. Porter was public relations officer in the office of the Secretary of the Navy. He served under Navy Secretaries Knox and Forrestal.

Commissioner McConnell of California is confined to Stanford university hospital, Palo Alto, where he is recovering from emergency surgery performed last Sunday. Mr. McConnell was stricken by abdominal seizure last Friday in a downtown San Francisco bank, and after being rushed to a San Francisco emergency hospital he was transferred to the Stanford university hospital where he underwent surgery to correct a gastric ulcer.

DEATHS

EDMUND STRONG COGSWELL, 73, former Massachusetts insurance commissioner, died. Mr. Cogswell entered insurance with New England Mutual Life in 1906, and joined the state insurance department in 1913. Appointed deputy commissioner in 1916, he resigned to become general manager of National Assn. of Mutual Casualty Companies in 1920. Rejoining the Massachusetts department as deputy commissioner in 1929, he was named first deputy in 1932, and commissioner in 1953. He retired shortly thereafter. Until his death he had been active as a consulting actuary and insurance advisor.

G. DONALD McMURRICH, 49, grand son of the founder of George McMurrich & Sons, Toronto insurance brokerage, and an associate of the firm, died at his home there.

JEFFREY H. HAWK, 4, son of James H. Hawk and grandson of Frank H. Hawk of the Hawk agency of Peoria, died as a result of an auto accident.

JOHN P. WILSON, 80, former local agent of Paducah, Ky., died.

EDYTHE L. PETERSON, wife of Arthur W. Peterson, resident vice-president of West Bend Mutual Fire in Chicago, died suddenly and unexpectedly following a heart attack at her home.

WILLIAM H. GREATHOUSE, 47, claims department manager of Houston American, died of a heart attack in San Antonio. He had been engaged in claims work for 15 years in San Antonio and prior to that had been claims representative for the Frank Sparks agency of Corpus Christi.

B. F. HARDING, 55, a partner in McDonald & Harding, adjustment firm of Scranton, Pa., since 1928, died of heart disease there. Mr. Harding entered insurance adjustment in Scranton in 1920. He was a past president of the Anthracite Fire Underwriters Club.

D. S. SMITH SR., 62, Travelers casualty underwriting division supervisor and an employee of the company for 40 years prior to his retirement in 1952, died at his home in Windsor, Conn.

DONALD A. JOHN, 63, local agent of Louisville, died.

B. T. WHITE, 35, manager of Frechtling local agency of Hamilton, O., died.

JAMES T. HAVILAND, 67, senior vice-president of Lumbermens Mutual Casualty and for some years in charge

of the eastern division of that company from headquarters in Philadelphia, died in Hahnemann hospital there as a result of injuries received in an automobile accident. He lived in Wayne, Pa., a suburb of Philadelphia.

For 11 years he had been president of Automobile Club of Philadelphia, had been chairman of the safety committee of Pennsylvania motor federation and of the urban traffic committee of Philadelphia Chamber of Commerce. He was a member of the mayor's highway safety board there.

Pascal Is Eastern General Counsel of Mutual Benefit H.&A.

Horace E. Pascal has been advanced to the position of eastern general counsel in charge of the eastern division office of Mutual Benefit H.&A. He is also a vice-president and a director of Tele-Trip Policy Co. of Washington, D.C., and counsel of Companion Life of New York, subsidiaries of Mutual Benefit H.&A.



Horace E. Pascal

Mr. Pascal has been with the company since 1953. He previously was an associate of the New York law firm of Bleakley, Platt, Gilchrist & Walker. He has been a member of the New York Bar since 1938.

Issue UM Coverage for Non-Auto Owner in N. Y.

(CONTINUED FROM PAGE 1)

urance. These are situations which are not covered under New York compulsory.

The uninsured motorist coverage will be available to persons not owning an automobile at a cost of \$11 for a three-year term in Manhattan, Brooklyn and the Bronx, and \$10 for a three-year term elsewhere in the state.

The policy will be issued in the 20/40 limits of the compulsory law, and no higher limits will be available.

Under the policy the company agrees to pay all sums, within the policy limits, which insured shall legally be entitled to recover as damages from the owner or operator of an uninsured automobile because of bodily injury caused by accident.

Included as insured are the named insured as stated in the policy and, while residents of the same household, the husband or wife of the named insured and their relatives.

Insured are covered not only when injured for example, as pedestrians or bicyclists but even when injured while occupying an automobile owned by another, such as a friend or neighbor.

Vetoes N. Y. Bill Easing 'Substantial Compliance'

(CONTINUED FROM PAGE 1)

to notify all New York-licensed insurers to this effect.

The question grew out of efforts of Connecticut General Life to buy control of National Fire of Hartford. Former Attorney-General Javits of New York, asked for a ruling by Superintendent Holz of New York, ruled that the purchase would violate the re-

quirement that investments of out-of-state life insurers must "comply in substance" with those applicable to domestic companies.

Mr. Javits did not rule, though Mr. Holz asked him to, on whether ownership of 80% of the stock of a fire company would constitute doing a line of business other than life, annuity, and A&S to which domestic life companies are limited. Consequently, at a legislative hearing on this subject, Mr. Holz testified that if an out-of-state life company were to try to do a fire or casualty business itself, it would be

unquestionably going counter to the New York law. As to whether ownership of 80% of a fire company's stock would constitute "doing business," Mr. Holz said that would be a question for the courts, not the insurance department, to decide.

Discusses Commercial Auto Rating

Gordon Marthaler, special agent for American Auto, discussed commercial automobile rating at the April meeting of Snohomish County (Wash.) Assn. of Insurance Agents.



ANTIQUE FIRE POLICIES

How many homeowners in your area *think* they have full fire protection?

You know the facts — and those facts can open the door to new business when prospects realize increased costs have outdated their fire insurance protection.

Ask your L & L field man how he can help you capitalize on the National Board of Fire Underwriters insurance-to-value campaign.

LONDON & LANCASHIRE GROUP



THE LONDON & LANCASHIRE INSURANCE COMPANY, LTD.
SAFEGUARD INSURANCE COMPANY
STANDARD MARINE INSURANCE COMPANY, LTD. (Fire Department)

20 Trinity Street, Hartford, Connecticut
NEW YORK • CHICAGO • SAN FRANCISCO

A firm friend
of the
American Agency System

An excellent door-opener for new accounts
SHORT TERM

TRIPMASTER

Accident & Baggage Insurance

1 Day to 6 Months

World Wide

Write A. Kessler, V.P., Reading, Pa.

AMERICAN CASUALTY

COAST-TO-COAST BRANCH OFFICE SERVICE

NAIA Asks End to Deviation Filings

(CONTINUED ON NEXT PAGE)

social activities were not forgotten, but the NAIA agenda contained 24 items and kept the directors pretty well occupied.

At the closing business session Tuesday afternoon the subjects getting priority attention were the facilities of Factory Insurance Assn. and fund raising procedures for the \$2 million advertising program.

President Robert E. Battles said the decision to go ahead with the \$2 million ad campaign was one that "had to be arrived at." He termed it an affirmative answer to the question of competition, but commented that by itself it won't sell insurance. The NAIA agents will have to identify themselves with it. He cautioned also that such an effort cannot be perfect at the outset but the executive committee has faith in it, and he urged the state directors to give full support to "the highest program NAIA has ever undertaken."

The matter of FIA capacity was brought up by Robert G. Dowling of Massachusetts, who read a resolution adopted by his association asking NAIA to discuss with company leaders the possibility of expanding the underwriting scope of FIA.

Several of the state directors expressed dissatisfaction with FIA, saying it is refusing superior risks which the factory mutuals are taking without hesitation. This is a serious competitive situation, these agents said: one large agency in a southern state had to insure its own new building in the factory mutuals when it was turned down by FIA. It was stated that the agents have been "blocked at every turn" in attempting to get at the subject with board members of FIA.

There is a varying experience even within territorial conferences as to the degree of intensity of the problem, Mr. Battles said. Morton V. V. White of Pennsylvania said he cannot think of a more difficult problem to handle. FIA was originally designed to handle the highest type of risk, but the point has been reached at which the agents want it to be something else. Maybe the FIA facilities are being misused by agents, he suggested. Mr. Battles remarked that Mr. White's comments explain why the NAIA executive committee hasn't set up a special committee to deal with the matter.

A defense of the New Jersey unsatisfied judgment fund was offered by Roy H. McBean of that state, who said he does not think the uninsured motorist endorsement is the answer to compulsory, especially when there is political pressure involved. UJF costs the insured less than UM, Mr. McBean said. He took up some criticisms of the New Jersey fund that appeared recently in an insurance magazine, concluding by noting that after two years of UJF in New Jersey the state employs only eight people to administer it at a payroll of \$60,000 while in New York in the first three months of compulsory there are 300 state employees checking FS-1s alone.

It was suggested by Harry M. Carter of Georgia that the committee reports to be given at the midyear we mailed to the state directors about 30 days in advance so there could be some thinking developed. What might take place between the mailing and the meeting could be covered in a supplementary report, he said.

President Robert E. Battles presid-

ed over the Monday sessions and Vice-president Louie E. Woodbury at the Tuesday meetings. Mr. Battles' report of administration, the first order of business, was given over to detailing the functions of the standing committees and telling how members are selected for them. He also took up the executive committee functions, paying tribute to the committee members for the time and effort they devote to NAIA. He gave a boost as well to the headquarters staff.

As a prelude to the resolution on extension of the family protection endorsement, Mr. Neumann gave his report as chairman of the special auto committee. He related the fight against compulsory his group has made, noting that in New York the per capita loss on uninsured motorists is 3½ cents, but nevertheless the legislature "exploded a hydrogen bomb to kill a gnat." No new compulsory bills have been adopted by the 1957 legislatures, he said, but there have been some compromises of principle on unsatisfied judgment funds. If compulsory is adopted by a state, UJF will follow, he warned. The answer to compulsory or UJF is wide sale of the family protection endorsement, he declared.

Mr. Schwab's resolution was adopted over a few negative votes. H. P. Sargent of Washington suggested it was of little meaning or import in that it dealt with an accomplished fact. A better approach, he said, would be to get the state rating laws amended to prevent the problem from occurring again.

The resolution says in full:

Whereas, the National Assn. of Insurance Agents notes with concern the tendency of a few agency companies to make independent or deviation filings of reduced rates based on rate factors which are allegedly lower than the average compiled by insurance rating organizations; and whereas, NAIA believes that the interests of the public and the insurance industry are best served by stability of insurance rates based upon broad averages of loss and expense experience compiled by rating organizations; and whereas, NAIA believes that basing a reduced rate filing on any single component tends to be misleading in that it ignores the probability that other components must be adjusted upward to reflect accurate results of practical operation, therefore be it resolved that NAIA declares that any plan, contrary to the recorded precepts of the American agency system and advanced and encouraged by companies which have heretofore been regarded as loyal to the American agency system, should be immediately terminated."

The New York state association is "greatly concerned" over independent and deviated filings which predicate rate reductions on a reduced commission to agents, Mr. Schwab said. The problem arising from the formation of pup companies to sell automobile insurance at a reduced rate based on a reduced commission is no different, he observed, than the problem in New York brought about by the independent filing of North America in the dwelling fire business offering a lower rate and a reduction of commission.

Officers of North America have stated to prominent members of the New York association that they have never raised the commission question, and yet on Oct. 21, 1954, in a letter to New York agents and in a press re-

lease that gained wide publication the North America stated: "In other words, the North America believes in reducing rates to policyholders rather than paying unreasonably high commissions or pocketing excess profits."

The "unreasonably high commissions" that North America talks about, Mr. Schwab declared, is the going commission in New York state on dwelling fire business of 25%. The rating organization has developed the average dwelling fire policy which includes EC and often AEC or vandalism, as \$35. Therefore the excessive commission on this amounts to \$8.75.

The action of the New York agents in opposing the filing of North America is directed against the principle involved in the filing rather than in recrimination directed against the company, he explained. "We have been most anxious to make our position abundantly clear to the entire industry in order that other companies represented by the independent agents would not be stamped into imitative action. We believe that a strong stand by NAIA in support of our position will add greatly to the future stability of the business."

Reporting on local board taxation as it is complicated by the Internal Revenue Service ruling in the Harlingen, Tex., case, George S. Hanson, NAIA general counsel and executive secretary, said it would appear that listing the names of individual members in a board advertisement is what gets the IRS dander up and produces a ruling creating a big tax problem. Public

business is not involved in this case, Mr. Hanson said, and every effort is being made to keep that face of local board operations out of the picture. The Harlingen ruling has been protested and NAIA is awaiting a revised statement from IRS. When it is handed down NAIA will prepare an explanation of allowable practices in advertising.

Archie M. Slawsby of Nashua, N. H., gave a report on federal flood indemnity, saying the flood bill is an emotional one and is not good legislation since it is a bundle of incompatible compromises. It offers something to everybody. NAIA showed that a 16% commission to agents was necessary, but political circumstances held the request of Frank Meistrell, the administrator, to only 10%, Mr. Slawsby reported. Funds for the administration have not been appropriated, so there has been no federal activity in the field yet.

Dave R. McKown of Oklahoma and L. P. McCord of Florida announced at the final session that they were making their last appearances at a state directors' meeting in an official capacity.

Insurance Square Club of New Jersey is holding its annual dinner-dance May 3 at the Hotel Suburban in East Orange. Proceeds are used to assist New Jersey students attending Insurance Society of New York's insurance school. Christian Young of Meeker local agency in Elizabeth is general chairman.

Late News Bulletins...

(CONTINUED FROM PAGE 1)

Jersey departments of certain expenditures set out in Firemen's annual statement, particularly the Dearden items.

William B. Rearden, now president of Loyalty group, issued the following statement: "The statement released by Prosecutor Webb today relates to certain purchases and advertising of Loyalty group companies under a former administration which also has been under investigation by the present management for a considerable period. These expenses have long since been reflected in our accounts and have no effect on our present financial condition, which is sound in all respects. Our investigation is continuing and every effort will be made to recover any amounts which the companies may be entitled to regain."

Mr. Cooney, who lives in Maplewood N. J., was quoted by newspapers as saying that the payments to the Borak firm were in connection principally with work at the home office building. However, he referred to his personal attorney questions about the \$300,000 said to have been paid to John Dearden. A spokesman for the furniture company said payments to it were for renovating the flooring of the home office over seven years, the work being done on weekends in order not to disturb business operations, and for office carpeting and furniture.

The home office work by the Borak firm was investigated by an architect retained by the New Jersey department, which claimed to have found irregularities.

The prosecutor also disclosed he is investigating alleged kickbacks to Essex county teamster union officials via W. H. Croland, former vice-president of the C. J. Simons & Co. agency of Newark. The prosecutor stated that it is alleged that more than \$100,000 was paid by the Simons firm to persons not authorized to receive the money in 1951-54, on premiums paid for insurance the agency handled for Continental Assurance. Croland figured in the Senate subcommittee hearings into welfare and pension funds and reportedly admitted withholding \$164,000 of premiums for payment to certain persons as commissions and administrative fees.

N. Y. Deviation Hearing Winds Up

In 1955 and 1956 North America had an underwriting profit of \$217,635 or 22.6% on dwelling fire and extended coverage business, Perry Epes, counsel of the group, testified at the resumed hearing on North America's dwelling and EC rates. New York Fire Insurance Rating Organization had challenged the approximately 10% deviation at which North America now writes New York business.

Mr. Epes indicated that the figures show the group could produce a profit at the discount. Superintendent Leffert Holz called the hearing last October. Wednesday was scheduled to be the concluding session, but Mr. Holz indicated both sides could file written briefs later.

Examination of H. Sumner Stanley of Factory Insurance Association, who was NYFIRO manager when North America filed its deviation, was concluded. H. Richard Heilmann, vice-president of North America, testified on the commissions paid by the company under its agency contract and expenditures for advertising of the dwelling rates in New York.

NAIA State Directors Approve Ad Campaign

(CONTINUED FROM PAGE 1)

tional campaign exploiting it. If the agents go ahead with a program, he said, there is reason to believe the companies will talk in definite terms of helping out. He added that a national ad program should increase NAIA membership.

Frank Schaffer, vice-president, and Neil Tonks, merchandising director of Doremus & Co., presented in elaborate fashion their idea of how to advertise the NAIA symbol and the independent local agent. Using slide film and motion pictures of Dave Garroway, who reeled off a couple of sample commercials, they said the ads will make the public increasingly aware of the difference between the independent agent and the "direct writer's over-the-counter salesman;" delineate the advantages of doing business with independent agents; make the NAIA seal "as well known and respected as a stamp of quality as the Good Housekeeping Seal of Approval" and cause people to look for the seal when buying insurance, and benefit agents by associating them with the prestige and selling impact of *Reader's Digest* and other magazines.

The \$2 million will be divided approximately 37% for TV, 50% for magazines, and 13% for Sunday supplements. The Doremus & Co. representatives explained that the combination of the messages on TV, radio and in print will reach "virtually all people in the U. S. who are likely to be buying insurance, and reach them over and over again during the year. If you take the number of readers and viewers who will be exposed to each of your messages in the next year, then multiply by the number of messages, the total is over two billion impressions. This is tremendous advertising impact."

Agents will be offered a 12-page edition of the *Reader's Digest* containing the NAIA ads and a series of articles about homes. Other merchandising aids will include outdoor billboard posters, window displays, counter cars, special matchbooks and boxes, auto identification cards, direct mail enclosures, calendar cards, special Sunday supplement tie-ins, and stickers for correspondence.

In order to help secure agent contributions, Mr. Miller said the Doremus & Co. people are willing to visit state associations and show their slides and movies.

Asked by B. Franklin Knapp of California just what percent of members must contribute to make up \$2 million, Mr. Miller said if 50% of the members give the maximum amounts in their premium class the money will be assured, or if 75% give the minimum it will be there.

Will tie-in materials be available only to those who contribute financially to the ad campaign? Lyman L. Winter of Missouri inquired. That is correct, Mr. Miller said.

Other questions brought out that it is hoped to have the \$2 million in hand by November so the advertising can be underway this year; that if enough money is not contributed the state associations will not in any way be liable to assessment; the NAIA would not enter into an advertising contract such as this without having the money for it on the line; that the solicitations for money are to be handled direct by NAIA to the individual members. Mr. Miller said he believes a letter will bring in "thousands of checks" on the basis of the response to

the survey of members conducted by the *American Agency Bulletin*; and that NAIA will share insurance advertising on the "Today" show with North America, but the commercials won't be heard on the same days.

Archie M. Slawsby of New Hampshire, a member of the executive committee, offered the resolution which ultimately was adopted and gave the green light to the program. It appeared initially that the enthusiasm was going to be so overwhelming that not a single note of dissent would be heard, but Howard Hutson of Denver, who has been a leader in the Colorado Insuror promotion, took the floor to voice his personal opposition. He said NAIA needs a distinctive coined word of its own (such as insuror, but not necessarily that) which could gradually supersede the local or regional identities which have been advertised. The development of a new and entirely unfamiliar trade mark is not the answer, Mr. Hutson opined, especially when it is coupled with emphasis on "local independent agent," a definition without restriction to NAIA members and which in fact could be claimed, as it has been, by agents of direct writers. NAIA members will not be overly desirous of contributing "when they discover their competitors can call themselves independent agents and grab off many of the benefits of the ads, Mr. Hutson declared.

The program, under NAIA's constitution, cannot be made mandatory, and Mr. Hutson said he doubts the large agents will join. The proposal joins hands with all run-of-the-mill agents in the country to combat direct writers, and eliminates the quality of NAIA membership, Mr. Hutson went on. The ads make supreme the word "independent" agent, which has no meaning to the insuring public. He suggested that the inequality of TV advertising, caused by regional differences in station outlets, will discourage many agents from taking an interest.

The regional and local advertising of agents have built up identities for the agents, Mr. Hutson said, and have benefitted the sponsors without spreading the values to the competition or the non-contributor. He commented that when the \$2 million fails to reach New York it will be argued that the agents don't want advertising, but the point will be that they want advertising which is for NAIA only. Why belong to NAIA when anyone can get the use of its advertising for free? he asked.

Mr. Hutson suggested it might be advisable to step back a little and re-appraise whether the ads should be

(CONTINUED ON NEXT PAGE)

AVAILABLE

Multiple Line Insurance Man. Ten years company and local agency background. Extensive experience handling commercial accounts. College graduate, age 34, married, small child. Prefer to locate Colorado area, will consider others. EDK, 3243 East First, Wichita, Kansas.

2 SPECIAL AGENTS WANTED

by a well rated million dollar fire company located in Southeast. Excellent future with attractive insurance and pension programs. Relocation not necessary if now residing in a city in Florida, Georgia, Louisiana, South Carolina or Tennessee. Must be under 40 and willing to travel. State experience and salary desired. Address Box U-15, c/o The National Underwriter Co., 175 West Jackson Blvd., Chicago 4, Ill.

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER

CASUALTY UNDERWRITER

Large, Multiple-line direct writer is seeking a man from 25 to 35 for an opening in the Underwriting Department. This position requires some experience in auto and preferably other casualty lines. Salary range is from \$400 to \$600. Chicago suburban location. Regularly scheduled salary reviews in addition to excellent fringe benefits. Write Box U-7, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

FLORIDA SPECIAL AGENT

One of the country's leading Mutual Casualty Companies has an opening for a Special Agent to live in and travel Florida.

Reply by letter giving age, background, experience, salary expected, telephone number, etc. Address Box U-14, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

BOND & BURGLARY CASUALTY

Excellent opportunities for experienced Bond, Burglary and Casualty men in Chicago and Mid-Western states.

FIREMAN'S FUND INS. GROUP
175 W. Jackson Blvd. Room A-744
Chicago, Ill.

CASUALTY UNDERWRITER

Wanted—Young man to head casualty underwriting section of fast growing multiple line Wisconsin mutual. Must have general liability and auto experience and be capable of making rate filings. Company is rated A-plus, is located in ideal city of 40,000. Employees get all benefits. An excellent opportunity. Salary open. Confidence respected. Write Box T-97, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

CLAIM MAN AVAILABLE

For Indianapolis or Vicinity

Casualty Claims Supervisor with previous Branch Manager experience (Multiple line) desires to relocate. Age 32, college graduate and some legal training. Salary open and available July 10th. Address Box U-10, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ADJUSTER

With several years experience in Fire, Casualty or Multiple Line adjusting. Excellent salary, added benefits.

HOME MUTUALS APPLETON, WISCONSIN

WANTED

Large direct writing multiple line insurance organization needs a young man with successful sales experience in personal accounts. This is an exceptional opportunity for the right man who wants to earn himself a sales executive future. Must relocate in South. Give full qualifications and photo. Reply Box U-12, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

EXECUTIVE-ADMINISTRATOR

Heavy experience. Production in Fire, Auto, Personal Lines. Now complete control smaller company. Age 40, family, college. Desire branch or State manager position. Prefer South or East location. Trained in Texas, Oklahoma, New Mexico and Louisiana, both agency and direct. Address Box U-13, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

OUTSTANDING OPPORTUNITY

Outstanding opportunity for married men—28-40. To represent nationally operating multiple line, non-assessable mutual fire and casualty company. Salary and commission basis. Openings in Central and Southern Illinois territories due to our expansion program. Box U-16, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

MULTIPLE LINE FIELDMAN

For New York Suburban Area—
Westchester County

Excellent oppty. for expd.
MULTIPLE LINE FIELDMAN
Salary open . . . Employee benefits
Submit résumé, complete employment, and Educational background.
Our employees know of this advt.

Box U-17
c/o The National Underwriter Co.,
175 West Jackson Blvd., Chicago 4, Illinois

UNDERWRITER

Casualty

We have a position for an ambitious young Underwriter with our expanding Casualty Underwriting Division. Two to three years Auto Underwriting experience and some knowledge of C. & L. Underwriting are prime requisites. Age to 35. This is a permanent addition to the staff of our established, modern suburban office in Glenview, Illinois. Apply with our Personnel Department at the below address.

U. S. FIDELITY
& GUARANTY COMPANY
170 W. Jackson Blvd.
Chicago 4, Illinois

OCEAN MARINE UNDERWRITER

Challenging opportunity exists in our rapidly growing mid-western department for an experienced underwriter who is capable of assuming responsibility. Liberal and unique employee benefits are only part of this attractive offer. Write, giving full résumé and photograph.

GENERAL INSURANCE CO. OF AMERICA
3750 Lindell Blvd., St. Louis, Mo.

CASUALTY ADJUSTERS

Openings in Illinois and Michigan. New department with exceptional opportunities in an established stock organization. Company car and pension program furnished. Good salaries and group insurance benefits. Reply National Underwriters, Box U-22, 175 W. Jackson Blvd., Chicago 4, Ill.

GRAND RAPIDS, MICHIGAN BRANCH MANAGER

This multiple line General Agency has an opening for a Branch Manager at our Grand Rapids Office. Experience and a willingness to work makes this one of the most attractive positions in Michigan. Contact J. M. Wilson Corporation, 350 S. Burdick Street, Kalamazoo, Michigan.

POSITION WANTED

Young man now employed as General Manager of medium sized Multiple Line Casualty Co. for past 5 years. Has legal education and is licensed attorney. Has had 4 years experience as claims Manager and 7 years experience as field adjuster. Willing to relocate. Salary open, depending upon opportunity. Write to Box U-18, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

POSITION WANTED

Age 32, married, B.S.C. & Reside So. Suburb. 8 years heavy casualty claims & other lines experience. As Adjuster, Asst. Claims Mgr., Departmental & H.O. Claims Examiner. Desire position as Chgo. Area Mgr. or Field Supervisor (Travelling). Require \$7,800. Write to Box U-19, c/o The National Underwriter Co., 157 W. Jackson Blvd., Chicago 4, Ill.

WANTED

Denver Area—Established General Agency. Volume to \$100,000. Cash to \$15,000, balance on work out. Would consider buying partial interest in agency needing experienced help to sell, service, and manage. Reply in confidence. Box U-23, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

(CONTINUED FROM PRECEDING PAGE)
for all local agents or NAIA people only. He warned that the program could turn out to be a one-year flash in the pan.

Joe H. Bandy of Tennessee said the agents in his state believe in segregating insurers from insurance agents and have spent \$250,000 to get their point across. It would take another \$250,000 to unsell this idea, he observed, and he wondered if the NAIA plan would mean that the Tennessee

investment in the insurer identity will be thrown aside.

Mr. Schaffer of Doremus & Co. explained that the whole program is centered around the new NAIA seal, and the idea is to work the regional names into a national program.

Stronger and more potent opposition than Mr. Hutson's individual opinion was voiced by H. P. Sargent of Washington, who read a statement in behalf of his state's board of direc-

tors that said NAIA should not raise money for national advertising. The funds could be dissipated quickly without achieving any long range objective or benefit. Before embarking on such a program, the Washington agents feel, NAIA should assess the chances of accomplishing what it might want to do. The advertising will have to be purely institutional and will not do the job for NAIA that national advertising is doing for State Farm. The program will work only if it is long range in concept and local in character, Mr. Sargent stated. It is the feeling of the Washington agents that NAIA should help with research and advice, but should not spend money in national media. After a single year of the proposed program, Mr. Sargent's statement went on, there will be little in the way of results to show, and this could react on the NAIA leadership.

Mr. Sargent said the advertising of the National Board has produced "extremely disappointing" results, at least on the Pacific coast, and even the company field men feel the money has been wasted.

He sat down amid murmurs when he concluded by saying if NAIA goes ahead and adopts the program he must instruct the executive committee not to solicit money from agent members in the state of Washington.

V. H. Forcier of Connecticut asked the state directors not to worry about the free loaders, reminding that they have always been around. The Connecticut association has had excellent experience raising money for its state program, he reported, and now NAIA has a tailor-made program and should see how far the membership will go in supplying the necessary funds.

H. W. Mullins of Illinois offered a motion that the money contributed by agents be held in escrow and if not enough is raised it be returned in full. The expenses would be taken out of the NAIA treasury. This would allow those advocating the plan to tell the members that if it is decided the program cannot be started they will get their contributions back. Mr. Slawsky objected to this amendment to his motion for approval, and on a standing vote Mr. Mullins' suggestion lost out by a narrow margin.

INLAND MARINE CLAIM ADJUSTER—About 3 years experience necessary. Must be familiar with Personal Property Coverage and Losses. **\$6,000.**

LIABILITY CLAIM EXAMINER—5 to 7 years experience. Heavy bodily injury losses. Must be member Illinois Bar and familiar with Reinsurance. **\$8,500.**

CASUALTY SPECIAL AGENTS (2)—Rockford, Illinois and Peoria, Ill. All Casualty lines. Large Stock Agency Co. **\$6,500**

Call or Write

ED BOYDEN

CADILLAC EMPLOYMENT AGENCY

220 South State St.
Chicago, Ill.

WAbash
2-4800

RMTC Will Rotate Annual Meetings in Member States

Rocky Mountain Territorial Conference of NAIA, host to the 564 registrants at Denver this week who attended the NAIA state directors' meeting and/or the meetings of RMTC and Colorado Insurers Assn., decided at its business session to rotate its business meetings in the future among its member states—Colorado, New Mexico and Wyoming. Max Hursch of Riverton, Wyo., was elected conference chairman succeeding James M. Kellert of Denver, and Mr. Hursch will be host to the 1958 RMTC meeting.

Mr. Kellert said the rotation plan should improve interest in RMTC affairs in the member states, although there is the possibility of decreased attendance when the meeting is not in Denver or Colorado Springs. He reported that the 564 persons attending the Denver sessions consisted of 212 agents, 125 company men, 153 ladies and 74 visitors.

Vermont Assn. of Insurance Agents is opposing a bill in the state legislature which would add 2% tax to the 2½% already being paid on gross fire premiums.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, April 30, 1957

	Bid	Asked
Aetna Casualty	131	134
Aetna Fire	71	72½
Aetna Life	186	189
Agricultural	27¾	28½
American Equitable	34¼	35¼
American (N. J.)	28	29
American Motorists	10¾	11¼
American Surety	18¼	19¼
Boston	33	34¼
Camden Fire	28¼	29½
Continental Casualty	86½	87½
Crum & Forster com.	57¾	58½
Federal	39½	40½
Fire Association	42¾	43¾
Fireman's Fund	54	56
Firemen's (N. J.)	37	38
General Reinsurance	51	52½
Glens Falls	32½	33¼
Globe & Republic	18¼	19¼
Great American Fire	38	39
Hartford Fire	157	159
Hanover Fire	37¼	38¼
Home (N. Y.)	40¾	41¾
Ins. Co. of No. America	100¼	102
Maryland Casualty	36¾	37½
Mass. Bonding	32	33
National Fire	80¼	82
National Union	37½	38½
New Amsterdam Cas.	46	47
New Hampshire	38	39½
North River	36½	37½
Ohio Casualty	23	24
Phoenix Conn.	71	72
Prov. Wash.	18¼	19¼
St. Paul F. & M.	56	57½
Security, Conn.	31½	32½
Springfield F. & M.	46	47½
Standard Accident	56	57½
Travelers	83¼	84¼
U.S.F.&G.	71	72½
U. S. Fire	26¼	27¼

over...

You, with an eye to the future, should know we handle life insurance at competitive rates . . . over a billion dollars worth, in fact.

But more important . . . we maintain life and flexibility in our business relationships—always attuned to the needs of our agents and brokers.

So it's a billion today . . . and two billion tomorrow . . . a goal made easy by insurance men who sell, with pride, the oldest legal reserve stock life company in America.

BILLION DOLLARS

of life insurance in force

...and growing stronger

LIFE • GROUP • ACCIDENT & HEALTH

THE UNITED STATES
LIFE INSURANCE COMPANY
IN THE CITY OF NEW YORK

Set your sights to cover the earth!

Ocean Cargo

INSURANCE

World Wide Service

Write T. Ogburn, V.P., Reading, Pa.

AMERICAN CASUALTY

COAST-TO-COAST BRANCH OFFICE SERVICE

When DISASTER STRIKES you can count on American!

HERBERT CONSTRUCTION CORPORATION
PENTHOUSE 135 SOUTH LA SALLE STREET • CHICAGO 3, ILLINOIS
TELEPHONE RANDOLPH 6-8355

13 December 1956

Dear Mr. Plotkin:

I wish to take time out to express my appreciation for the fine service you and your company gave to the Herbert Construction Corporation subsequent to the recent windstorm.

It was gratifying to see the speed and well organized effort result in quick repairs to our buildings.

Thanks again for your kind cooperation.

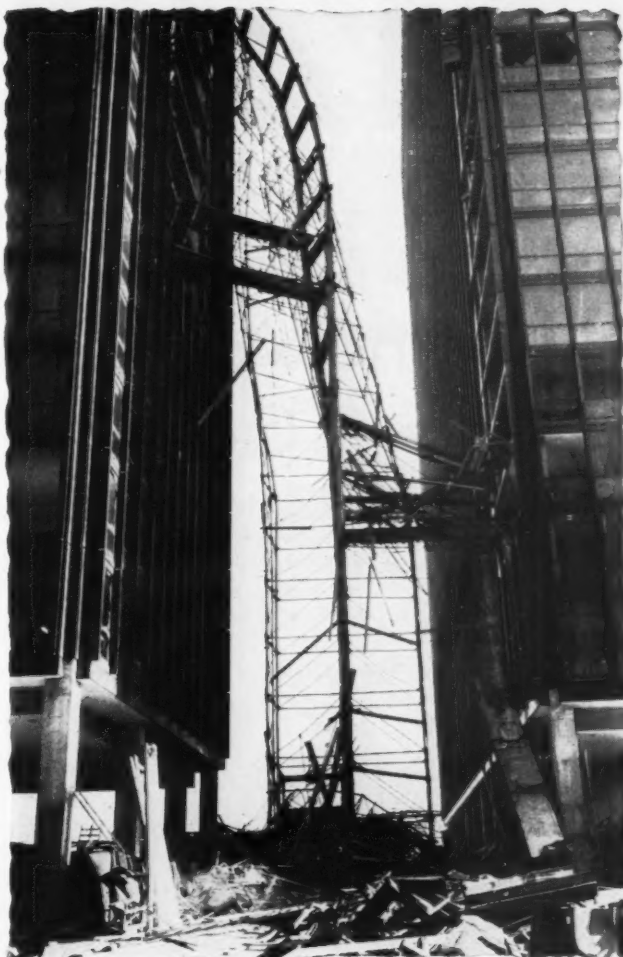
Very truly yours,

Irving Cherry
Irving Cherry

IC:pa

Mr. Howard Plotkin
American Glass Company
1030-42 N. North Branch Street
Chicago 22 Illinois

Call MOhawk 4-1100



Chicago Daily News Photo

4 AM, Friday, November 16, disaster struck at 900 Lake Shore Drive. This large apartment building, still under construction, was buffeted by excessively high winds.

During the storm a hoist broke loose and crashed into the side of the building—irreparably twisting hundreds of window frames and breaking hundreds of window lites.

The damage was substantial—running into many thousands of dollars and, more damage could be expected if the interior of the building were exposed to rain and weather. The openings had to be closed.

American was called at 5 AM and, by 9 AM, there were two truckloads of glass and a crew of glaziers at the job site.

American Serves WITH SPEED AND DEPENDABILITY

In order to improve our service even further, we recently had two way radios installed in our fleet of service cars and trucks.

Now it is possible to call our office for service and have a radio dispatched vehicle surveying your needs within a matter of minutes.

This constant desire to give you and your assureds the best kind of service has been responsible for the fact that 90% of our business is repeat.

We solicit the opportunity to make your assureds satisfied, thereby making your job of coverage renewal easier.

Normand Beris, President

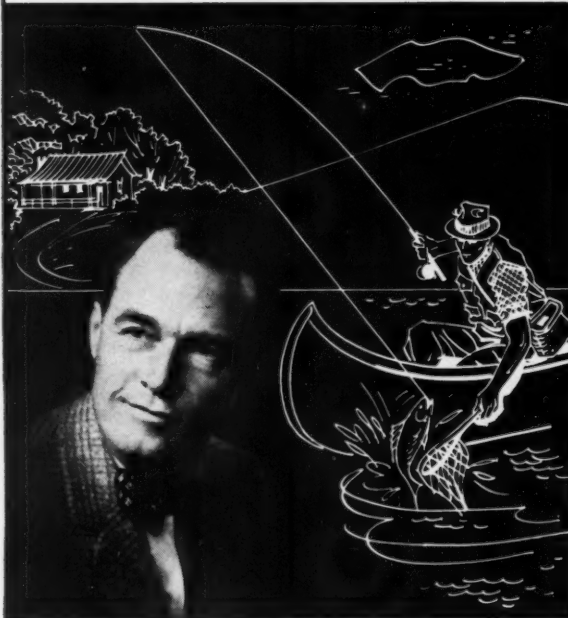
American Glass Company
1030-42 NORTH BRANCH STREET • CHICAGO

The Aetna Fieldman Is a Good Man to Know

The Aetna was one of the first insurance companies to appoint agents outside its home state, and Aetna fieldmen always have worked in close cooperation with agents and brokers.

Today, a high proportion of Aetna fieldmen are graduates of the Multiple Line Training School for Fieldmen—which covers all phases of property and casualty insurance, with special emphasis on the problems and viewpoint of the agent.

The Aetna fieldman is especially qualified to help you with unusual problems—to give you practical suggestions on building a more profitable business. He is a good man to know.



Meet Fred A. Andersen, State Agent, South Bend, Ind.

Fred enjoys fishing on the lakes of northern Indiana or listening on hi-fi to his wonderful collection of records, but he gets his greatest satisfaction from assisting agents produce more good business. And Indiana agents know that Fred's help is always practical. Fred has been with the Aetna for 20 years, having started in the Western Dept. in Chicago. During World War II he spent four years in the U. S. Air Corps, with two in the China-Burma-India theatre, where he had many fascinating experiences. He has been Indiana State Agent since 1952.



Meet Lloyd Smallwood, Special Agent, New York City.

Next to helping agents build premium income, Lloyd enjoys music and he is always ready to join the crowd with "Sweet Adeline." He entered the insurance business in 1920 and is a graduate of the Aetna Training School.

While accident and health insurance was Lloyd's first love, his greatest enthusiasm today is for the Homeowner's Policy—and his vigorous efforts have helped agents cash in on this new-type coverage. Lloyd is a director of the Suburban Field Club of New York, a member of the Casualty & Surety Club of New York and the Insurance Federation.



AETNA INSURANCE GROUP

AETNA INSURANCE COMPANY • THE WORLD FIRE AND MARINE INSURANCE CO.
THE CENTURY INDEMNITY COMPANY • STANDARD INSURANCE CO. OF N. Y.
HARTFORD, CONNECTICUT
Clinton L. Allen, President